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Robe Lighting France Opens in Style

Robe officially launched its latest subsidiary operation, Robe Lighting France, in style in Paris last week, unveiling the new offices with a fabulous party attended by around 150 people including major rental players and lighting designers from all sectors of the French production industry.

Robe Lighting France is headed by CEO Bruno Garros and CFO Elie Battah.

The company is fully operational and hits-the-ground-running with seven staff in place including executive assistant Messaouda Belarbi, after sales and Technical support manager Jerome Lambeau and communications specialist Jonathan Grimaux.

They are joined by two technical sales engineers, Kevin Migeon, covering northern France and Franck Huyhn who is taking care of the south of the country.

Robe Lighting France has eye-catching new offices at Paris Nord 2 which are extremely well located in a beautiful leafy green area just 10 minutes from Charles de Gaulle International Airport at Roissy and 20 minutes from Paris Porte de la Chapelle.

The building was acquired earlier in the year and has been renovated, re-designed and kitted out specifically for the new company's needs.

The 480 square metre property includes offices, a large show room, after sales and technical departments and a stock holding area for all the main products to ensure quick and efficient delivery nationwide.

Robe Lighting France was set up to deliver the very best service and brand presence to one of the key European markets.

Says Bruno, "I was delighted with the turnout at the party, it is a real endorsement of the company that so many people took time out of their very busy schedules, and this is a hugely encouraging signal for the future".

Rental companies represented included all the largest ones like DuShow, Impact, Phase 4, Magnum, Régie Lumière and Novelty Network as well as a host of medium sized players, many of whom rocked-up after 6 p.m. when their working day finished.

Josef Valchar, CEO of Robe Lighting s.r.o. flew in from Singapore for the occasion and stated, "This is a great move forward for our brand in France. We have a fantastic 'dream-team' on-board, and are looking forward to a very positive future".

The event was supported by Robe's international sales director Harry von den Stemmen and Ingo Dombrowsky, key account manager for Europe, together with a strong team from the Czech Republic

including marketing manager Jiri Baros, general manager David Orsag and sales operations manager Renata Stodulkova.

Elie Battah says the opening was a big success due to "The top level people who attended which also reflects the interest in the brand. We have a real A-Team and the special synergy between all of us will ensure success in France".

Harry von den Stemmen commented, "I am incredibly impressed with the work that the French team has already achieved in such a short time. Our sales and support infrastructure is ready for action, there were many energising conversations during the opening ... and I think our products - in particular the BMFL and Pointe ranges - will be really successful".

Some significant rental company sales are already confirmed including 46 x BMFL Spots to DuShow, 80 x Pointes to Magnum and 24 x BMFL Spots to Audio Technique.

The launch party proved to be a highly social event with a great atmosphere, much conviviality and lots of lively interaction. It was an amazing start to what will be a new era in France for the Robe brand.



