

10.12.2015

Show Company Singapore Invests in BMFLs and Pointes

Products Involved

BMFL™ Spot **Pointe®**

Leading Singapore lighting rental company Show Company Pte Ltd. has invested in Robe BMFLs and Pointes with a purchase of 180 fixtures – 80 x BMFL Spots and 100 x Pointes – which were delivered by Robe's subsidiary in the region, Robe Asia Pacific.

Show Company's Jo Gan - a busy project manager and also one of the company's owners - explained that they were looking for new fixtures after having invested steadily in another premium brand for the last decade, and in particular sought a high powered fixture. "At this point in time, the BMFL is by far the most advanced option," says Jo, "It produces a fantastic quality of light, has a lot of excellent features and is mega bright!" He adds that he thinks Robe's CEO Josef Valchar is an "Awesome businessman and a very sincere person" and that he has really enjoyed engaging with Robe to cut the deal. The backup and support from Louis Teo, Albert Leong and the team at Robe Asia Pacific was also instrumental in cementing the decision to go with Robe. Some of the Show Company crew had originally seen the BMFL Spots in action during the Singapore Roadshow event, part of a world tour undertaken shortly after the launch of the fixture last year and based on their comments and feedback, Jo arranged a separate demo from Robe AP. Shortly after this, recommended that they made the purchase. "The whole BMFL package is perfect – the intensity, speed, size and weight on the unit," he confirms. The BMFL Spots have been used on numerous shows and events include cutting-edge DJ Hardwell's "I Am Hardwell Singapore" performance in the Gardens by the Bay. "So far, everyone who has used them has been extremely impressed," reiterates Jo, mentioning that BMFLs also work extremely well in conjunction with the Pointes. When Albert arranged the initial BMFL demo for Jo, he astutely also shipped a Pointe to the Show Company offices, so Jo and his team could assess it at the same time. They were all suitably impressed and it also made sense to make a further investment and get some volumes of Pointes into the Singaporean rental market.

“The Pointe is far superior to any potential competitor products, the output is impressive for such a small light and the crisp high-clarity gobo projection is amazing. It is a small workhorse product”.

Proving the point ... the Show Company's Pointes are out of the warehouse constantly. They were also on the Hardwell show and frequently light conferences, corporate presentations and other commercial and industrial shows, many of them staged at the RWS Casino in Sentosa.

Jo thinks that the BMFL has definitely been the 'game-changer' and the hugely innovative product that Robe intended.

“It's taken Robe to a new level as a moving light manufacturer,” he enthuses, “leaving everyone else right now ... playing catch-up!”

