

6.1.2011

Robe ROBIN Roadshow - Benelux

Products Involved

CityScape 48™ CityScape Xtreme™ CitySource 96™ LEDWash 600™

ROBIN® 300 Plasma Wash ROBIN® 600E Beam ROBIN® 600E Spot™

ROBIN® 600E Wash

Robe's Benelux distributors Controllux hosted a 2 day event in Rotterdam at their fabulous new office and showroom facilities in Holland's thriving commercial hub - as part of the two segment Benelux ROBIN International Roadshow event, which also visited Antwerp.

In Rotterdam, they set up an impressive array of lights and worked hard on promoting the Roadshow to key people including designers and rental companies.

Over 100 people showed up, despite terrible weather conditions including heavy sustained snowfall, sub zero temperatures and treacherous ice - but it was all warmth and positivity once at the Roadshow!

The products were presented by Robe's Key Account Manager for Europe, Ingo Dombrowski, together with the Controllux team of Kuno Van Velzen, Bas Entius, Jeroen Van Aalst, Lex Oudshoorn, Enrico Daemen, Jo Verboven, Marc Frijters & Bram De Clerck.

Products on show included the ROBIN 600 LED Wash and the ROBIN 600 Series Spot, Wash & Beam, along with the ROBIN 300 Series Plasma Spot and Wash, the CityScape 48 and 96 LED wash units and the CityScape Xtreme.

The quality of the visitors was good reports Dombrowski, and they received many requests for ROBIN LEDWash 600s and both 300 and 600 ROBIN Spot and Wash fixtures during the event. There was a full range of rental companies - from the smallest to the largest, along with club, theatre and television designers. "I think we will see some exciting sales coming soon," says Dombrowski.

The Roadshow then moved to Antwerp in Belgium for the second leg of the Benelux tour. Unfortunately the weather conditions deteriorated further, and the whole country virtually became one large static traffic jam, making travelling anywhere incredibly difficult.

That notwithstanding, they still saw over 30 guests on the first day in Antwerp at Park West and a further 15 on the second day, who battled through the snow and ice to be there and enjoy familiarising themselves with the new products.

Again, Dombrowski predicts that there will be imminent sales from the Antwerp event, as the new fixtures had a great impact so it's a case of 'watch this space!'



