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Robe ROBIN LEDWash 600 - Selling Like Crazy

Products Involved

LEDWash 600™

Robe's ROBIN 600 LEDWash is officially the 'fastest selling' product for the Czech Republic based moving light manufacturer since 1999.

Production started at the end of 2010 and the 2000th LEDWash 600 has just been delivered to French distributor Axente, with over 1500 on order. Special arrangements have been made at the factory in Valasske Mezirici to ramp up production and keep pace with the incredible demand.

Around the world, so far Robe's Top 8 LEDWash 600 selling territories and distributors are Germany, France, Australia, UK, Russia, Switzerland, Italy and South Africa.

Sales were further boosted by an incredibly buoyant and positive Prolight+Sound 2011 exhibition in Frankfurt, proving to be Robe's "best ever" trade show in terms of actual confirmed orders taken during the 4 day event.

Meantime, the 1000th Robe LEDWash 600 fixture reached its destination in South Africa as part of a package of 24 units delivered by Robe's SA distributor DWR to Mark Gaylard of Johannesburg based MGG Productions.

MGG already owns a substantial amount of Robe equipment - including over 60 x 700 Series fixtures, over 80 x LED fixtures including LEDForce 7s and 18s, CityScape 48s and Xtremes, along with DigitalSpot 7000 DTs and StageQube video wall. They first bought into the brand back in 2008.

Gaylard likes to move and groove with the latest technology and as soon as he saw a demo of the amazing new LEDWash 600 from DWR, he knew that it would be an invaluable asset to his hire stock. "For the weight, size and light output there's no other product that comes anywhere near it," he states, adding that the longevity of the LEDs will also make a substantial cost saving by eliminating the need to buy replacement bulbs!

On the creative side, he comments that as well as the 15 - 60 degree zoom offering spot as well as wash functionality on the LEDWash 600, there are also all the really cool effects that can be created using chases and patterns on the 3 rings of LEDs.

The self-levelling touch screen display on the base is a hit with the crews!

Being an existing Robe owner, he knows that the kit is among the most reliable and well made on the market, and with their existing stock of Robe consistently out all the time either on their own jobs or

others, at the end of 2010 he definitely needed new stock. The other deciding factor in going with the LEDWash was that it is the perfect complement to their existing Robe LED lightsources.

"Using LED enables us to do lots more with fewer fixtures, and in terms of the power saving and general lower maintenance, it is definitely the route to take".

MGG services a massive variety of shows and events covering live music, corporate, theatre and TV sectors.

It was in 2010 that LED fixtures really took off in the company's work, and for Gaylard, the CityScape 48 is still his favourite luminaire for its "brightness to size ratio and great versatility".

MGG's LEDWash 600s were part of a first batch of 100 which were delivered to DWR from the Czech Republic - all of which have been sold. The first LEDWashes in the country were purchased by the State Theatre in Pretoria.

Other recipients include Durban based rental company, Black Coffee, which has taken delivery of 12 units. Wanting to offer something new and innovative to clients, Black Coffee's Brandon Bunyan says, "They are light in weight, use considerably less power and have a greater light output than anything else we have."

Johannesburg technical and creative production company Blackmotion Production purchased 4 x ROBIN LEDWash 600s. Kagiso Moima comments, "We need fixtures that can be used on TV - the camera can shoot straight into these lights as they are flicker free, they are bright and the zoom range is amazing!"

Sound Headquarters Africa in Johannesburg have purchased 8 x Robin LEDWash 600s and 8 x Robin 600 Beams. "The Robins are hot, very effective and well priced," said Alvin Bruinders.

Rental company Solid Rock, also based in Johannesburg, now have 4 Robin LEDWash 600s which are currently out on a roadshow for Vodacom. Abesh Dhevalall comments that the zoom is "Unbelievable". Vimal Rawjee of Insane Sound in KwaZulu Natal purchased 6 x ROBIN LEDWash 600s, and thinks the LED rings are very cool and offer up a myriad of possibilities for creating zany effects. He adds that the light weight and high output benefits are excellent.

dB Audio Namibia is poised to take delivery of 6 x Robin LEDWash 600s. David Benade says, "Our industry is small and we primarily supply technicals for indoor corporate events, so smaller fixtures are ideal. The LEDWash 600 will give us mobility, flexibility and an expediently sized fixture combined with incredible output."

As if these results are not spectacular enough from DWR, another rush of LEDWash 600 orders is now being processed following a highly successful ROBIN International Roadshow organised by the highly proactive distributor at the start of March.

