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## **Robe's Chilean Distributor is announced**

Following meetings at LDI 2003, Robe has granted an exclusive distributorship for Chile and Bolivia to Santiago de Chile-based Prolux.

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Prolux is probably the only company in Chile fully specializing in professional lighting. It was founded 10 years ago, and operates from an office in the "sector oriente", in the eastern part of the Chile's capital, Santiago. Prolux is conveniently located in the same neighborhood as all the major Chilean TV channels, where owner Cristian Urrutia is in close touch with everyone.

Previous to this, Urrutia worked for 10 years as a lighting designer with many of these TV companies before founding his own enterprise.

Prolux is consequently one of the few companies that's supplied conventional lights and suspension equipment to over 25 studios of varying sizes, from 50 square metre news studios, to 1200 square metre main studios.

Prolux also supplies lighting to many other market sectors including clubs and discos, live music venues, concert tours, theatres, cinemas and architectural, and operates across the entire country. The company offers 24 hour technical service support and features a fully equipped service workshop and an extensive demonstration facility.

Urrutia identified Robe as a very good addition to the company's product portfolio – which also includes names like Desisti and ETC.

*"I'm delighted to add Robe – an exceptionally attractive moving light brand - to our other product lines. We will make it a great success in the region", he enthuses.*

Prolux also has an office in Santa Cruz, Bolivia, run by General Manager Xavier Soria. It followed naturally for Robe's International Business Manager Harry von den Stemmen, to consolidate the agreement with Prolux and also include Bolivia. *"This makes things easier for us and is good for the stability of the distribution network. I am sure Prolux will do an excellent job in both territories"* says den Stemmen, adding that he is seeing signs everywhere of an upswing in the Latin American economies, especially Chile.

For more press information on Robe Show Lighting, please call Louise Stickland on +44 (9)1865 202679 or +44 (0)7831 329888 or E-mail: [louise@loosplat.com](mailto:louise@loosplat.com).

