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MDG Fog Appointed Exclusive Canadian Distributor for Robe lighting

Montreal, Quebec based MDG joins the Robe lighting family of global partners as exclusive Canadian distributor.

MDG will handle all sales activity across Canada, promoting and supporting Robe's full range of products including LED, HMI and tungsten moving lights and PC spotlights, its famous Digital series and its range of lighting effects. All Robe Architainment products, including the LED series, also fall within MDG's new remit.

Martin Michaud, President and CEO of MDG, states, "Our team is delighted and thrilled to start promoting Robe. MDG's philosophy of delivering personalised care and dedicated service to every single customer, combined with our portfolio of premium products made choosing Robe very easy. We had been on the lookout for a lighting range to complement our already prestigious product portfolio and Robe fits perfectly."

Robe has chosen MDG as its exclusive Canadian distributor for many important reasons.

"The Canadian market has its own unique identity, and so we sought a distributor who understands it well to do the best job," states Robe General Manager/CEO Josef Valchář.

"As manufacturers themselves - MDG is aligned with the thinking and operations of another manufacturer. Through their own commitment to product quality, they have the right philosophy and connections to the right target groups.

"Sometimes you have to wait until you find a perfect match, and I think we have now arrived at that point. I am very excited about this partnership, which I am sure will be a huge success," concludes Josef.

In addition to MDG's professional credentials, Robe Sales Director, Harry von den Stemmen, highlights that the intercompany relationship is a key factor for future potential success.

"We are presenting a well-prepared new approach to the Canadian market which we believe is ideal. During the evaluation period, the companies and individuals became well acquainted and established an incredibly good atmosphere of mutual understanding and common perception. Our business is people orientated and good relationships are fundamental. With MDG as a distributor, Robe will enjoy a bright future in Canada and achieve the recognition and acceptance it deserves," he affirms.

For over 30 years, MDG has created superior-quality fog and haze generators for entertainment, industrial and military sectors.

