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Robe America goes 'live' and direct

Robe America announces the opening of its new warehouse in LA.

The new 20,000 square feet premises in LA has been 'under construction' since the new year. It's designed and built from the ground up, specifically to enhance the efficiency of Robe America's operational and administrative structure, and to enable Robe America to offer the highest possible standards of customer service. It's equipped with up-to-the-minute IT and computerised stock systems.

Robe America's HQ will act as a hub for the distribution of Robe Show Lighting products across the North American continent. The first container of Robe Show Lighting stock from the Czech Republic, worth \$1 million, has just arrived.

A series of 'open days' is planned for just after the 2003 LDI show in November.

The Robe America team, headed by Ron Ramirez as National Sales Manager, has been strengthened in the last 2 weeks, with the appointment of Randy Wade and Michael Carattini, two industry mavericks with a wealth of experience and knowledge in the moving light and live production industries.

For more information, contact Robe America at 323-260-7733. E-mail info@robeamerica.com. Or visit www.robeamerica.com



