

23 / 10 / 2017

## Robe Finds New Production Partners

Utrecht, Netherlands based rental and technical production company Production Partners has recently invested in Robe's highly versatile DL series of LED moving lights, with the purchase of DL4S profiles and DL4F fresnels.

The initial investment of 24 fixtures was quickly boosted with another 10 x DL4F fixtures.

The bulk of the company's work involves supplying lighting, sound, video and rigging equipment and services to a wide range of corporate and public events. They service many premium corporate and brand clients coupled with a quantity of EDM events which continue to be perennially popular in Benelux.

Production Partners started off as a sales operation - Sound & Light Import - founded by the now owner Ed de Bree in 1997, together with two business partners.

As Production Partners expanded they invested initially in a competitor moving light brand which they stuck with for some time including through the GFC when things were tight there as everywhere ... but they survived!

Emerging from that and being cautious, things stayed as they were for a while, but then time came when an upgrade to their old moving light stock was essential. In 2016, they were ready to make a move and decided that LED was the way to go ... taking the Robe route.

It was in part due to having a great relationship with Robe's Benelux distributor Controllux that they started considering the various Robe options.

Around the same time, they also landed the Herman van Veen tour for which LD Benny La Maitre specified DL4Ss, which helped cement the decision.

Almost immediately after that tour went out, additional DL4F fixtures were needed for a theatre show, so the other 10 were purchased.

"Robe has grown massively as a brand in the last few years," says Ed de Bree, who started his working life as an electrician, mixing sound for bands as a hobby ... which got a little out of control ... so he decided to found the company!

"The reputation is excellent, the kit is very reliable and we have great confidence in Controllux, so I have absolutely no doubt that it was the correct decision."

He notes that there is also a growing demand for LED lighting in the event industry generally, and of course, it's always good to be greener!

He's impressed with the pace at which LED lighting technology is advancing, especially with spot lights and reckons that the next purchase is also likely to be more Robe moving lights!





