

19 / 09 / 2007

## ROBE lighting Re-brands

ROBE lighting launches a fresh new look logo and has undertaken a complete corporate re-branding exercise, including a name-change from "Robe Show Lighting" to "ROBE lighting".

This reflects the current scope and breadth of Robe's products and the massively increased range which also includes a full selection of innovative digital lighting and LED products. In just 5 years since launching as an "own brand", the company has enjoyed enormous success worldwide. The new identity takes Robe forward into a new level of operation. Robe's presence can be found in all sectors of the professional entertainment and leisure market - from clubs and live music venues to casinos and cruise ships to buildings and architectural applications.

The new logo was introduced at the PLASA 2007 exhibition, which also included a completely new booth with a strong contemporary design.

As of **1st October 2007**, all correspondence should be addressed to '**ROBE lighting s. r. o.**'. All the address and contact details remain the same.

New logo is ready for download to all our business partners with access to the "Technical Support" section.

