

16 / 05 / 2011

ELO Profile, Brazil

Robe's presence in Brazil has been steadily expanding over the last 8 years, in no small part due to the energy and efforts of distributor Francisco Pinheiro and his company Newart Iluminacao Ltda, and official dealer agent Magoo and his company, ELO Iluminacao Professional.

Known throughout the industry simply as 'Magoo' (real name Edivaldo Dias), ELO Iluminacao Professional has been in the business for 25 years. For the last 15, it's HQ incorporating offices and a massive shop/showroom which is one of the local landmarks, has been located in the very lively Santa Ifigenia district of Sao Paolo.

ELO sells a host of lighting sound and AV products and Robe is their premium - and only - professional lighting brand.

The Brazilians love to party and live music is deeply engrained in the country's popular culture - from folk to rock and everything in between - which has resulted in a very healthy market sector for rental companies and also great business with bands investing in their own lighting and sound equipment.

On an average Saturday night there are regularly over 200 big live gigs taking place with audiences ranging from 3000 - 30,000.

Magoo has sold over 2000 Robe fixtures to various clients and has been a champion of the brand right from when it first launched as 'Robe' in 2002. The fixtures have gone into all sectors - clubs, venues, bands, rental companies, etc.

Magoo has no doubt that "Robe is the best brand in Brazil right now".

The high reliability factor makes Robe a winner. With vast land mass and distances, getting spares and replacement fixtures to more remote areas can be time consuming, so it's a big selling point that the lights very rarely break down - even under the most extreme conditions.

Reliability also makes Robe a much better long term investment than some other brands! The geography also makes technical support vitally important, and between ELO and Newart, they offer the best technical support in the country.

Historically the most popular Robe products in Brazil have been the 700, 1200 and 2500 ColorSpot and ColorWash series. They are eagerly anticipating the new ROBIN 300 and 600 ranges, and especially the incredible LEDWash 600.

Magoo's future Robe plans include getting the newest ROBIN technology and fixtures out and about in the market.

