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Elation Professional and Robe Show Lighting Form Robe America

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Based in the Czech Republic, Robe Show Lighting manufactures a variety of intelligent stage and club lighting products, including the widely acclaimed AT Series of rotating head fixtures, as well as special effects and DMX controllers.

"We're very pleased to be working with Robe," said Chuck Davies, President, and CEO of the American DJ Group, parent company of Elation Professional. "Our company has been very impressed with Robe's design capabilities, state-of-the-art manufacturing facilities, and commitment to serving the stage and club lighting markets. Robe's products have earned the company a loyal international following, and we're confident they'll win wide acceptance in North America too."

Robe America lighting products will be distributed by Elation Professional's national sales network. Elation Professional will also continue to sell a complimentary line of lighting products under its own name.

"The joint venture with Elation ensures that we will get maximum exposure for our products in North America," said Josef Valchar Director of Robe Stage Lighting. "In addition to its considerable marketing expertise, Elation Professional will be able to support Robe products with a level of customer service that is consistent with their high quality. Robe and Elation share a common philosophy regarding quality standards."

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This press release was issued by Louise Stickland on behalf of Robe Showlighting. For more info, please contact Louise on 44 (9)1865 202679 or 44 (0)7831 329888 or E-mail: louise@loosplat.com.