

8.5.2012

Robe Announces New Mexican Distributor

Robe lighting has a new Mexican distributor – Mexico City based Vari Internacional – a high profile company established for over 25 years, renowned as one of the leading professional lighting and sound sales operations in Latin American.

The announcement was made during the recent 2012 Soundcheck Expo trade show also in Mexico City, at a special launch party staged at the fabulous Polyforum Siqueiros, part of the World Trade Center complex. The venue is a creative / social facility and art gallery showcasing the work of famous Mexican artist, muralist and political activist, David Siqueiros.

Says Robe's Latin American Regional Sales Manager, Guillermo Traverso, "We planned the Robe party and the announcement very carefully as we wanted to make a huge impact with it and the news of the partnership!"

There was no doubt that the event had the right effect!

Traverso is an enthusiastic art lover and a big fan of the now legendary Siqueiros – who's colourful life included fighting in the Spanish Civil War and several spells in prison in addition to authoring some of the most stunning social realist art in the world.

It took a massive effort to hire out the Polyforum Siqueiros – one of Mexico's great cultural landmarks – for the Robe event, but it also gave everyone attending a chance to appreciate some amazing works while they relaxed, socialised and enjoyed Robe's tradition for hospitality – Latino style!

The band Pop Delivery played live and over 200 guests attended, as the event became the talk of the 2012 Soundcheck Expo's 'after-shows'.

The exhibition itself saw exceptionally brisk business at the massive Vari Internacional booth, which featured all Robe's latest ROBIN series products.

Vari Internacional has great respect and expertise in all sectors of the industry, particularly in rental & staging, television and theatre. It has some serious premium brands onboard including L-Acoustics and Avid, and this was another aspect initially attracting both companies together, especially with Vari Internacional's 'family' orientated business model, which fits in with Robe perfectly.

Vari Internacional's CEO Hugo Patiño Cuellar states, "Robe shares our philosophy of offering great products and service, with immediate response and the best technical support and back up at all times. We perceive Robe's product development to be one step ahead of all the competition, constantly innovating and looking ahead of new trends – and that's where we want to be".

Vari Internacional has a large showroom at their premises which will feature the full Robe range, and their technical and sales teams have already visited the Czech Republic to receive product training.

The Mexican entertainment technology market is among the most important in Latin America. It has been steadily growing in the last two years, and Robe has plenty of short and long term strategic expectations.

Robe's Sales Director Harry von den Stemmen comments, "Vari Internacional's business commitment to supplying only the best quality brands impressed us, and we're positive that it will be a highly successful partnership".

There were immediate results at the 2012 Soundcheck Expo, with over 100 Robe fixtures sold directly off the booth.

The most popular product at the moment is the LEDWash 600, however the larger LEDWash 1200 and the new super-small-super-bright LEDBeam 100 are also expected to be big sellers.

