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Robe appoints New Austrian distributor

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Photo caption left to right: Ingo Dombrowski (Robe), Gertraud Faigl and Matthias Reinthaler (Eltner)

Eltner has a long history - 55 years - as a musical instrument distributor and has gained a leading market position in the MI industry. In the next logical step, Eltner approached the professional sound enforcement market and became an exclusive distributor for Electro Voice in Austria. These products serve both the MI market, and the professional touring and installation market, and in order to serve this different target group appropriately, Eltner founded a special division - E.tainment.

Looking to expand further, and already having access to the professional touring and installation segment, they decided to add a leading professional lighting brand to the product portfolio? They wanted a cutting edge, high quality lighting technology manufacturer, and Robe compliments their existing ranges perfectly.

Eltner looks forward to working with all Robe's product ranges - moving lights, LED and digital technologies.

Robe is very proud to announce the collaboration with its new partner, CEO Gertraud Faigl and sales director Matthias Reinthaler signed the distribution contract at PLASA 2006 commenting, *"This is a great chance for big business as two top range partners unite to provide the market with a service it deserves"*.

For more press information contact marketing department ROBE Show Lighting on e-mail: marketing@robe.cz

