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Robe Wins PLASA Innovation Award

Robe's amazing new ROBIN 300 Plasma series fixtures won a coveted PLASA Innovation Award at the 4-day exhibition in Earls Court, London, last week.

Over 60 products were nominated and evaluated by a panel of independent judges, with 8 receiving Innovation Awards. These were presented by the Shadow Minister for Innovation, Universities & Skills, Adam Afriyie MP, on the second day of the exhibition.

The judges comments on the ROBIN 300 Plasma series included "The opportunity to deploy new technology in the form of the PLASMA lamp has led Robe to perform a ground-up rethink and redesign of the traditional moving light. The result is a fixture that impressed us with its quality of light, low power of operation and rich list of features".

Robe's MD Josef Valchar states, "We're absolutely delighted! This is a real recognition of the 15 years of constant R 'n' D that Robe has invested in developing new technologies and in bringing innovative products to the market. We are extremely proud to be the first in the world to offer lighting and visual designers the massive advantages of plasma lamp technology".

Robe's ROBIN 300 Plasma Spot and Wash fixtures are fully in production and are being specified and used for numerous different projects worldwide.

For the Robe team - who also enjoyed a fantastically busy PLASA show - winning the Award was the 'icing on the cake' of a really positive exhibition.

It is the first PLASA Innovation Award that Robe has won, and International business development Manager Harry von den Stemmen comments, "This underlines our current strategy of dedicating time, thought and energy into developing products utilising new and more sustainable technologies. It also shows that people are observing and realising that we are preparing for the future".

The ROBIN 300 Plasma Spot was the first in a unique and new era of plasma lamp based fixtures from Robe. Features include a perfect colour rendering index of 94, an extremely flat and even light beam (1.3 : 1) and a lifespan of 10,000 hours. All these fantastic features exist thanks to the brand new plasma lamp light source which is now being introduced to the market.

The new ROBIN 300 Plasma Wash is the ideal creative partner for Robe's ROBIN 300 Plasma Spot. Robe's plasma lightsource revolution continues with this latest addition to the new generation of ROBIN fixtures, harnessing the power and sustainability of the LIFI ENT 31-02 plasma source.



