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Robe Appoints New Jordanian Distributor

Robe lighting has appointed a new Jordanian distributor - Tarkeeb AVL - based in Amman.

Tarkeeb AVL is a new division of leading rental company Pro4 that has been set up to supply lighting, video and audio solutions, design, consultation, sales and installations for all types of projects and venues, including restaurants, hotels, multi-purpose and live entertainment venues.

Robe's Middle East regional sales manager Elie Battah explains that he had been looking for a distributor in Jordan for some time as the market is strong there.

Pro4 has been using Robe moving lights exclusively for the past 8 years, and so the brand already has an excellent track record in the country. "When they decided to set up the new division, it made real sense to offer a distribution deal" confirms Battah.

Through their work with Pro4, the Tarkeeb team had also already received all the latest Robe product training, and that coupled with their hands-on experience with a wide range of Robe's products is also a great advantage.

Tarkeeb AVL's general manager Jaber Al Omari says, "I am really excited to be directly representing Robe. I was the first person in Jordan to sell a Robe fixture, and we know first hand that they are solid, good quality and reliable products. The wide range of different options is ideal for the diverse and expanding installation market here, and we will also be marketing and specifying Robe across all sectors of the industry - it will have a great future".

