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Robe Appoints New Kenyan Distributor

Robe lighting s. r. o. has appointed a new Kenyan distributor - Ultra Equipment Ltd., a private limited company based in Nairobi.

The deal was sealed at PLASA 2010 between Robe sales director Harry Von Den Stemmen and Ultra Equipment's Irfan Merali.

Ultra Equipment is already well established as a distributor of several leading audio brands, including all those under the Harman umbrella, and were looking for a reliable, high quality lighting brand to add to their portfolio.

Highly active in several installation sectors, including clubs, hotels, education and corporate events markets, Ultra Equipment has already been specifying and installing Robe into various projects for about 2 years, a trend that looked set to continue, so awarding them the distributorship was the next logical step.

"We're thrilled to have Ultra Equipment onboard the dealer network," says Harry Von Den Stemmen, "Africa and east Africa in particular is definitely a developing and growing market, and Irfan is extremely erudite and tuned in to new trends and opportunities to use cutting-edge technology".

Says Merali, "We are very pleased to join the 'Robe Family', and see a big future in east Africa for this technology, specially the new ROBIN Series and all the "green" products that are being launched with the future in mind. The range is extensive and the pricing is very competitive".

