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Robe Announces New Bulgarian Distributor

Robe lighting announces Sofia based VAHS as its new Bulgarian distributor.

The company specialises in the theatre and television markets but its roots, which date back over 20 years, were in the club and discotheque sector. The company has always been at the cutting edge of new and emerging technologies, making it ideally placed to market Robe into all areas.

The company is already established as a supplier to some of the highest profile installations in the country, and recently won the tender to kit out the latest new build studio of Bulgarian National TV. This is what prompted them to look towards Robe - the new TV studio installation will feature 46 of Robe's Media Spinner 50 products.

Already representing leading brands like ADB TV from Belgium and Spotlight from Italy, VAHS was looking for a premium moving light brand to compliment its portfolio, and now this opportunity has come up, they look forward to a very successful relationship with Robe. Says VAHS's Sunny Arsova, "Robe is the perfect match for us. We have built our reputation on supplying the very best technology at reasonable prices to our clients". He adds that reliability is a key element in the success of any product range, and he also likes Robe's progressive thinking and attitude to developing future technologies.

Ingo Dombrowski, Robe's key account manager for Europe says, "We're really happy to have such an experienced, knowledgeable and respected partner in Bulgaria, and we look forward to a long and fruitful collaboration".

