

29.1.2004

AVESCO: New distributor for ROBE in the Philippines

The Robe Show Lighting family of distributors continues to grow every day. The latest agreement sees Avesco Marketing Corporation appointed as distributor for the Philippines.

The Robe Show Lighting family of distributors continues to grow every day. The latest agreement sees Avesco Marketing Corporation appointed as distributor for the Philippines.

At PALA 2003, Mr. Edwin Tang and Mr. Nolito Padilla of Avesco approached Robe for distribution rights in the Philippines. Negotiations continued throughout October and November, ending in an agreement in early December. Preparations were made for a massive kick start to 2004. With Robe equipment now in place, AVESCO is ready for a successful launch of the Robe brand into the Philippines.

For over fifty years, Avesco has been the leading and most comprehensive supplier of industrial, electrical and electronic products in the Philippines. The company is also an industry leader of professional audio products.

Since 1992, Avesco has been engaged in the design, supply and installation of professional sound systems. Clients and projects range across a wide array of sectors, including clubs, coliseums, theatres, churches, conferences and corporate events, PA/BGM, touring, mobiles and recording studios. Avesco has a group of service engineers, a sales team and eight branches to support its activities.

To complement its professional audio lines, Avesco needed a quality lighting product to distribute. Robe Show Lighting fits perfectly into the Avesco vision of becoming the best provider of professional lighting and sound systems in the region.

Harry Von Den Stemmen, Robe's International Business Development Manager states, *"Often good things take a while to come to fruition, and I am very proud that we've finally come to an agreement with Avesco. They have been consistent in their efforts and I'm certain we'll see very good business in the Philippines. Robe will be launched into the Philippines with a series of events. Avesco will have a full range of Robe products in their showrooms and stores, and we'll see a tie-up with rental and production companies to help showcase Robe in various events. This goes alongside a comprehensive Robe product training programme for the company's sales force".*

For more press information on Robe Show Lighting, please call Louise Stickland on +44 (9)1865 202679 or +44 (0)7831 329888 or E-mail: louise@loosplat.com.

