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## **Robe North America is Distributing Avolites in the USA**

As of November 1st, Robe North America (RNA) is the exclusive distributor for Avolites in the United States of America.

The Davie, Florida-headquartered company will provide full sales, service (including warranty related), training, and technical support following Robe sro's recent acquisition of the console and media server manufacturer.

Avolites USA product manager Brad White and product specialist Kade Behm, already well-known industry wide, will work alongside the very proactive Robe North America teams taking care of all things Avo related. Full contact information for Brad and Kade may be found at [www.robelighting.com](http://www.robelighting.com).

Lorienn Cochenour, CEO, Robe Lighting, Inc. commented, "We are very excited to welcome Brad and Kade to Robe North America, where their energy, enthusiasm, years of industry experience and excellent knowledge of Avolites products will be a strong foundation ... as one of the most globally recognized lighting and visual control brands joins the Robe family!"

Brad brings over 30 years' experience and passion consulting on the design and production of dynamic live and architectural events to RNA, the last 10 of which have been dedicated to the sales and promotion of Avolites products. Entertainment is in his DNA!

Kade has been a lighting professional for 29 years and an Avo user since 1996. For the last seven years, he has been Avo's trainer and support in the USA, so he brings essential continuity - among many talents - to the new structure. Kade started his career in nightclubs and moved on to touring and has lit everything from presidents to royalty, motorcycles to tractors, and everything in between. You name it and he's probably pointed a light at it!

Brad and Kade will be working remotely and covering different regions of the USA, working alongside the existing extensive RNA sales network.

This smooth transition enables Avolites' existing and new customers to have the advantage of access to greater and more comprehensive resources across the USA that will maintain, promote, and advance the brand and its technologies that have been popular since the 1980s.

Avolites' sales director, Clive Standley together with technical director Dick Ollett and field engineer Rob Steel first established Avolites US in 1982 based in Chatsworth, Los Angeles. They then introduced the first micro-processor driven concert touring lighting desk, the legendary Avo QM500-90, followed by the first high density touring dimmer rack, the FD20A x72 channel, both truly landmark innovations of the day!

More recently, Avolites has enjoyed steady growth in the USA over the last decade, primarily in the concert touring sector, in multi-purpose venues, nightclubs, theme parks, houses of worship and among companies servicing corporate events.

Avolites MP Paul Wong commented, "We're seriously excited to be tapping into Robe North America's local infrastructure and their established team, and I believe this initiative will inject a new energy into the Avolites brand, attracting new customers and benefitting our existing loyal followers in the US!"

Brad, Kade and RNA are looking forward to this new collaboration and to showcasing current Avolites innovations like the D9 full visual control console, the T3 portable solution and the PRISM range of live production tools.



