

18.3.2005

## **HSL Becomes largest Robe stockist in UK**

Blackburn-based rental operation HSL has purchased over 200 units of the powerful ColorSpot 1200 AT and ColorWash 1200 AT fixtures from Robe UK.

Blackburn-based rental operation HSL has purchased over 200 units of the powerful ColorSpot 1200 AT and ColorWash 1200 AT fixtures from Robe UK. It's one of the largest European sales of moving heads to date from Robe Show Lighting based in the Czech Republic, and will help establish the Robe brand indisputably on the UK lighting rental map.

The deal was completed by HSL's Simon Stuart and Robe UK's Ian W Brown, and the units will immediately go into HSL's busy hire department run by Sean McGlone

Simon Stuart says, *"Today's market is about having a large quantity of rental stock and a fast turnaround, so it was essential that we chose the right fixtures that are reliable and easy to maintain. The Robe 1200 AT series has all the attributes you'd expect from a top quality product. This, plus the two year warranty - giving fixed costs - ensures the units are highly cost effective to run"*.

He adds that the sales and support HSL has been offered by Robe is outstanding.

Mike Oates, instrumental in bringing the purchase of the Robe units to HSL's board of directors comments, *"Robe's two year warranty is exceptional, and a huge asset for our rental operation. The colour temperature from the MSR light source is fantastic, and the unit's optics are excellent, particularly for television, touring and theatre work. The 14 - 42 degree zoom is perfect for all venues"*.

The first major event for HSL's new fixtures is the 2005 Eurovision Song Contest, in Kiev, Ukraine, which sees in excess of 330 units on the final.

Ian W Brown of Robe UK adds, *"I am delighted that Simon and his team have put their faith in our product and our company. We are working with our partners to promote and establish the Robe brand in all areas of professional lighting. The support and commitment HSL has given Robe will continue to strengthen our brand across these market sectors"*

Robe is dedicated to providing a structured commitment to quality and service. This, coupled with the dedicated, professional manner in which HSL conducts its business is a recipe for success.

For more press information on ROBE please contact marketing department on +420 571 751 506, e-mail: marketing@robe.cz.

