

11.11.2015

## Scenteknik Invests in Robe

### Products Involved

Pointe®

Scenteknik is a full service - lighting, audio and video - rental and production company based in Uppsala, Sweden, and one of the leading rental houses in the country, founded in 1994 by Markus Ettemo and Per Virving.

They work across all sectors of the entertainment, corporate and live events industry and have a sister company that handles all the installation projects.

Scenteknik has recently invested in 16 x Robe Pointes - their first Robe purchase - which were delivered by Robe's Swedish distributor, Bellalite.

Head of Lighting Jonas Hessel spoke to us and explained that they first saw Robe's popular Pointe multifunctional moving light in action at Prolight+Sound in Frankfurt when they were looking for a beam fixture.

They were immediately impressed, not just with its beam capabilities, but also with the fact that it does more than just produce nice beams ... it's an excellent spot, can be a highly effective wash and also a pure effects luminaire - all in one! This immediately had some serious potential!

They also liked the light weight and low power consumption - with ever more pressure on event organizers to produce shows with an expedient carbon footprint in Sweden, this is now an issue and any savings are welcome. Jones reveals that the Pointes are out all the time!

In fact, they have been so popular amongst Scenteknik's crew and useful to their lighting designers ... that they are buying another eight as well as looking at the BMFL range.

Jonas comments that Robe products seem to be well designed and easy to service, "It is obvious that some proper thought has gone into the units, and they have been designed with input from those actually using the kit day-to-day".

He adds that the Pointes have also been very reliable and worked perfectly - and hard - since their delivery.

Scenteknik is not locked in to any specific brands, so have the flexibility to offer their clients the choice of the best and most appropriate technology for their specific project.

Jonas has had his eye on Robe's growth trajectory in recent years, commenting, "In the last five years the brand has really upped the ante and risen to new levels". He adds that Bellalite has a good range

of Robe products in stock, so delivery is quick and efficient, and they also understand the importance of speedy response.

Their Pointes were used for a show by singer songwriter Veronica Maggio as part of a design by Jonas, for a large gig by Snoop Dog at the Uppsala Castle Gardens for which Jonas operated lights, and they were also used for a performance by Elton John at the Linnaeus Garden, the Castle's old botanical gardens.

