

16.4.2018

## Equipos Apolo

Equipos Apolo is a busy lighting and audio rental company based in Industrial Vallejo in the north of the vibrant metropolis of CDMX - Ciudad de Mexico - (Mexico City). It was founded in 2014 by six partners including Jaime Gonzalez, each bringing 10 - 15 years' experience, knowledge and contacts in the professional production industry.

They formed Equipos Apolo because they wanted to make an impression and help raise the general standards of excellence and customer service in the world of entertainment technology in Mexico, which is one of the most important show business countries in Latin America ... as well as an important strategic and cultural bridge between there and the U.S.A!

As well as the altruism, obviously they also need to make money! "We reckoned that with wise and good investments in premium products and offering a personal and superlative service .... that business should flourish," explained Jaime ... and to a large extent, that's exactly what's happened. In addition to numerous music shows and concerts, they also supply equipment, crew and design services to upmarket private events and parties.

Currently there are around 50 full time staff and a host of regular freelancers to assist with servicing around 25 shows and events a month.

Originally founded as an audio company, in 2016, Equipos Apolo decided to buy their first moving lights - Pointes and LEDWash 600s - based on public demand.

They had many clients and bands asking for Robe fixtures on their riders or specs, and were constantly cross renting, so going forward, it made sense to buy a quantity of Pointes and LEDWash 600s.

This gave them a good base for building a moving light inventory, and the initial investment was quickly doubled in quantities with a second round of purchases of these same two fixtures.

They had canvassed the opinions of their freelancers before finally committing to Robe.

This was important as they have experienced working with all the major brands over time, so this feedback gave the Equipos management team real confidence in their decision.

Their Pointes and LEDWashes have worked constantly since day one explained Jaime, there is also a healthy demand for them in cross-rental on the rare occasions when they are back in the warehouse between their own shows, and they're now looking seriously at Spiiders and MegaPointes.

Jaime likes Spiiders because they are powerful, lightweight and offer great versatility with all the map-able effects as well as being "a good price".

He thinks Robe as a brand is going from strength to strength in Mexico, a trend partly fueled by its reputation for reliability. As well as the products being good business propositions with the high

demand, the technicians and crews all love them.

Equipos has also purchased audio and LED screen products from Robe's Mexican distributor SHOWCO, and apart from that, the relationships stretch back further with the individual partners in their previous companies.

They have serviced some important and high profiler shows with sound, lighting and video including the 2017 NBA Mexico City Games, and a plethora of music artists including rising stars Morat, popular cumbia sonidera group Los Ángeles Azules, heartthrob singer Carlos Rivera; singer, ballet and flamenco dancer and athlete Maria Jose, Spanish singer Ana Torroja and many more.

