

23.1.2008

## **Robe Multimedia Gets Exclusive Distribution in Italy**

ROBE lighting has granted exclusive Italian distribution rights on all its products to Cattolica-based Robe Multimedia.

ROBE lighting has granted exclusive Italian distribution rights on all its products to Cattolica-based Robe Multimedia.

Robe Multimedia is headed by Marco Bartolini who has considerable industry experience, specifically in the areas of moving and digital lighting.

Robe Multimedia Team (Left to right) : Armando Bartolini, Matia Francolini, Marco Bartolini, Paula Porolisseanu, Ermanno Tontini, Samuel Pagnoni, Georgi Paskov

Robe Multimedia has achieved amazing success since its launch in beginning of 2007 and established a diverse client base from all sectors of the industry.

In addition to handling with all of Robe Lighting's distribution in the country, Robe Multimedia is also exclusively dealing with the Anolis range of architectural LED products in Italy.

Says Bartolini, *"I am really excited to be working with Robe Lighting. The product range and the reputation is excellent, and we are looking forward to a very busy year in 2008."*

Harry von den Stemmen, Robe's International Sales Manager comments, *"the convergence of lighting and video, conventional moving lights and digital products, has added a new dimension to the sales process. The combination of in-depth knowledge of both disciplines and a profound understanding of the artistic process paired with commercial sense is what Robe Multimedia stands for. Robe has already been deeply involved with the Italian TV business for long; with Marco, Ermanno and their team we are now positioning ourselves for the new challenges. We are heading for a major push in the Italian marketplace."*

