

5.11.2003

A Positive Poland for Robe

In Poland, Prolight invited its dealers from across the country to a special workshop at their "Robe Meeting" last week. This was designed to offer the opportunity to meet and discuss their individual sales strategies, to get 'hands-on' with the latest Robe products and to meet Robe's own representative, international business development manager Harry von den Stemmen.

Robe Show Lighting continues the rapacious expansion and consolidation of its global distributor network. In Poland, Prolight invited its dealers from across the country to a special workshop at their "Robe Meeting" last week. This was designed to offer the opportunity to meet and discuss their individual sales strategies, to get 'hands-on' with the latest Robe products and to meet Robe's own representative, international business development manager Harry von den Stemmen.

The meeting took place at "The Mexican", a charismatic old cinema, that's been gutted and re-born as the newest and hippest club in Warsaw. On the first day of the meeting, the club - open to the public every weekend - hosted Prolight dealers from the main commercial centers of Bydgoszcz, Gdansk, Slask, Krakow and Wroclaw. Prolight presented a series of awards to these dealers for their sales achievements in different areas.

Harry von den Stemmen then made an address that included a short history of Robe, highlighting the company's successful transition into a global player with its own dedicated brand. This was followed by a detailed presentation of the entire Robe range, plus video footage from Robe's factory. After a tasty Mexican lunch, the presentations continued in the afternoon.

The second day was for customers. The take-up included a wide range of industry protagonists, from interested rock 'n' roll bands and rental companies to theatre and TV professionals. All enjoyed the opportunity to learn about Robe's fixtures and see the kit working in situ. With the various presentations, followed - naturally - by a fantastic chili con carne! The large crowd examined the Robe products closely and chatted with Prolight's owner Jacek Krawczykowski and Sales Director Rafal Rzekowski about their future new equipment investment plans.

Also on the second day, a distribution agreement was signed between Robe and Prolight. *"I am very excited", says Jacek Krawczykowski, "Yesterday's dealer meeting was a huge success - we've already received orders and our next Robe shipment arrives later this week. We're in a strong position with a fantastic product at an amazing price and it's a chance*

not to be missed!". Rafal Rzeczkowski added, "We'll be working hard to expand our dealer network throughout Poland. The contract with Robe gives us the confidence to invest in our network, and it's full speed ahead now for us and all those working alongside us!"

An ebullient Harry von den Stemmen left the event on a high note, stating with a large smile, "This meeting marks the beginning of some serious sales in Poland. Jacek and Rafal have given me their sales projections, and we've given them the means to make it happen. Prolight's 'real' dealer network will be a major strategic advantage – and these guys have all it takes to do it!"

This press release was issued by Louise Stickland on behalf of Robe Show Lighting. For more info, please contact Louise on +44 (9)1865 202679 or +44 (0)7831 329888 or E-mail: louise@loosplat.com.





