ROBE lighting s .r. o., Hazovice 2090
75661 Roznov pod Radhostem
Czech Republic

Tel: +420-571-751500
Fax: +420-571-751515
Email: info@robe.cz

6.5.2010

Robe at PALME Middle East, Dubai

Products Involved

ROBIN® 600E Beam   ROBIN® 600E Spot™   ROBIN® 600E Wash

The Robe team was in action at the PALME Middle East 2010 exhibition in Dubai, showing all the latest launched products in the range including the new trailblazing ROBIN 600 Series.

Both visitor and exhibitor numbers at the show were directly affected by the eruption of Iceland's Eyjafjallajokull volcano and its resulting lingering ash cloud, which caused the unprecedented shut down of European airspace for 6 days.

However the fact that it was less crowded than last year didn't affect the positive aspects of the show for Robe at all, as Middle East regional sales manager Elie Battah reports, "We made many more actual contacts than in 2009, and they were of a much higher quality".

They saw visitors from Saudi Arabia, Qatar, Oman, Kuwait, Bahrain, Egypt, Jordan, Lebanon, Iran and ..... obviously .... plenty from the UAE, and the stand was constantly busy throughout the 3 day show.

"Mostly, customers were coming to us knowing exactly what they wanted, and with very precise questions." says Batah, adding that there was a very keen interest in the ROBIN series - both the 600 and 300 Classic.

The new Robe ROBIN 600 is a mega-bright, feature-packed, compactly sized moving light available at a highly competitive price. The ROBIN 600E Spot, Wash & Beam fixtures are the latest in Robe's innovative new generation ROBIN Series of moving lights, and once again, the reaction at PALME Middle East confirmed Robe's conviction that a 600 series fixture is something the market really wants.

Robe also had the bonus of being 'Highly Commended' for the ColorSpot 700E AT at the PALME Middle East Awards 2010, in the Best Intelligent Lighting Fixture of the Year category.

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