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## **New Danish Distributor**

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Light Partner has been announced as the new Robe Show Lighting distributor for Denmark. The entry of the Czech Republic into the European Community in May made it essential to commit to an exclusive distributor in the territory. Light Partner - part of the previous Robe Danish dealer network - was the ideal choice.

Light Partner is a well established company headed by Jens Meyer and Jytte Boel, located in Herning on the Danish mainland, Jylland. The company is very strong in the TV and theater fields, an area which Robe is currently targeting with it's AT series of products. Club, DJ and installation sectors are already well covered too by the XT Series, which now becomes the domain of Light Partner Sales Manager Kristoffer Nielsen.

Robe's International Sales Manager Harry von den Stemmen says, *"Denmark is an extremely competitive environment the moving light field ... but we have enjoyed some initial success, on which we now want to capitalise. Collaborating with Light Partner is a great opportunity to sustain and build our growth in Denmark in line with Robe's global expansion plans. Light Partner will develop a network of dealers and installers who will enjoy very good value for money."*

Jens Meyer adds that Light Partner has always maintained a constant focus on high quality products at a reasonable price, so *"Robe products are a perfect addition to our current range"*. He thinks the versatility of the fixtures and the very low noise levels have helped made Robe a popular choice in Denmark. *"The AT series is rapidly establishing a strong position in Danish TV, studio and theatre markets and we're confident this is just the beginning. It's great to be onboard with the Robe 'family', and we believe this business relationship can establish Robe's presence in Scandinavia."*

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