

15.9.2003

'Ready to Rock' with the ColorSpot 1200 AT in the USA

The ColorSpot 1200 road-show will kick off within the next month and is aimed at getting the product hands-on, right under people's noses.

Robe America has adopted this proactive and practical approach as the best way forward following its success in Europe. *"It's simply the best way to put the end user directly in touch with the many advantages of the product. This way they can experience first hand, and in a 'no-bullshit' situation they can see for themselves!"* states Harry von den Stemmen, Robe Show Lighting's International Business Development Manager, who's currently in the US co-ordinating the start of the road-show.

The Robe ColorSpot 1200 was launched at Frankfurt 2003 and has attracted enormous interest including at last week's PLASA show in London. It's Robe's flagship product for the 'live' market.

For more information, contact Robe America at 323-260-7733. E-mail info@robeamerica.com. Or visit www.robeamerica.com

