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## Robe Chases The Demon

### Products Involved

Pointe®

Demon is a lighting rental company based in Meerhout, Belgium, founded in 1990 and for the last five years has specialised in dry hires and cross rentals, a potentially lucrative market that requires good organisation and keeping abreast of the latest trends and styles in creative lighting and visuals.

The company's Commercial Manager and Head of Sound Marc Verhoeven explains that Demon first bought Robe products in 2010 when the ROBIN series was launched. They did some shootouts with various competitors and decided that Robe was the way to go with an investment of 40 x ROBIN 300E Spots and 24 x ROBIN 300E Washes, which were the first batch of these fixtures in Benelux at the time.

They immediately became popular and in fact rarely saw the Demon warehouse – which is ideal!

They followed up in 2012, buying 24 x LEDWash 600s and 48 x LEDBeam 100s ... and most recently ... 48 x Pointes.

"The boom in beam lights was showing no signs of abating, so we decided we should have some, looked for the best options ... and came to the Pointe, which is brighter and so much more versatile than its competitors!"

The Pointes have also hardly even been in the warehouse since they were delivered by Robe's Benelux distributor Controllux.

Marc adds that they like working with Robe's Benelux distributor Controllux, which is another good reason for buying Robe. The fact their Demon's warehouse is now only a kilometre down the road from Controllux's new Belgium office is also extremely convenient!

They like Robe for its quality and ruggedness, which is absolutely fundamental to any successful dry hire operation.

Their appreciation of Robe's work actually goes much further back than 2010! The first moving lights in which Demon invested were Movietech units which Robe manufactured as an OEM product, prior to its launch as an own-brand on 2002. These are still going today says Marc explaining that they are ideal for jobs with tight budgets, and even with their

advanced age are still more reliable and perform better than the cheap imported alternatives!

Demon's next Robe order – expected to be more Pointes – is already in the pipeline!

