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## **Robe Announces New Swiss Distributor**

Moving light and LED manufacturer Robe lighting s.r.o. announces that as of July 1st, 2019, Basel-based ASL Electronic AG / SA is its new distributor partner in Switzerland and the Principality of Liechtenstein.

ASL Electronic is a leading sales and distribution specialist in Switzerland offering vast and dynamic experience in the professional lighting market since 1982. It is a purely wholesale company covering all three language regions of Switzerland, with the cornerstones of its successful sales concept being high stock levels and short delivery times.

The sales team is well known nationwide, has excellent connections to all the major players and a diverse portfolio of premium products and brands are already onboard, including Eurotruss, Doughty, Liftket and Kinesys for trussing and rigging; Spotlight and City Theatrical for theatre lighting, plus Le Mark and Chris James for accessories, Smoke Factory for special effects and several others.

David Scherz, ASL CEO, states, "We are very excited to be distributing the complete Robe lighting range in Switzerland. It is THE leading industry brand right now and, even more importantly, a European brand! We intend to make it the number one moving light choice in Switzerland."

He believes that Robe has a comprehensive and very good product range. Compact fixtures like LEDBeam 150 or Spikie will do well for the small-to-medium applications while the power of the MegaPointes and BMFLs will always have its place. He also sees massive potential for the refined T1 in the world of theatre and performance.

"We are extremely enthusiastic about our collaboration now and look forward to a long and fertile partnership as Robe keeps producing innovative and relevant products. We are confident that with Robe, we will be able to support all customer needs on an ongoing basis." He adds that the collaboration with Robe also works brilliantly on the human level, where corporate values, cultures and visions are "a great fit".

Robe's International Sales Director Harry von den Stemmen adds that Robe has "carefully analyzed and evaluated the Swiss market" with the support of its German subsidiary since the beginning of 2019 - research which clearly identified ASL as the best match for the brand.

While the companies and individuals had already known each other for many years, several aspects fell into place to establish this new distributorship. "It is essential for us to work with trading companies that have a good but neutral relationship with all customers plus the

knowledge and resources to provide good training opportunities and superlative service” continues Harry, adding that they look forward to all aspects of customer support improving in Switzerland.

Ingo Dombrowski, Robe’s key account manager for Europe says, “We are impressed with ASL’s immediate attention to detail and with the investment they will be making to further establish Robe in the pivotal Swiss market.”

Robe CEO Josef Valchar concludes: “We are delighted that all the stars finally aligned to make this important partnership a reality. The Robe brand is already well accepted in Switzerland, and with this new impetus and level of commitment, we are ready to start pushing that to the next levels.”

