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## **All Aboard the Robe Tour Bus.....**

Following their 4th International Distributor Conference and the “best trade show ever” at Prolight+Sound 2011 Frankfurt, Robe’s post show hospitality continued for guests aboard a nightrider bus that left Frankfurt on the last day of the show, headed for the factory in Valasske Mezirici - via Prague.

Onboard were a selection of distributors and their clients who had not previously visited the Robe factory and HQ, a smattering of regional sales managers and Robe Sales Director Harry von den Stemmen, who hatched the idea to rock ‘n’ roll it from Germany to the Czech Republic and back. With many so distributors attending the Conference and exhibition, the demand for visiting the factory was high, so Harry decided that this was the easiest, most convenient and fun way of getting everyone from A to B - and in the process experiencing a vital piece of rock ‘n’ roll culture - the crew bus!

The double decker nightrider bus - supplied by German based Coach Service, and driven by Uwe Dittmann from Germany and Terry McCormack from the UK - both seasoned rock ‘n’ roll professionals, left Prolight at midday on the Saturday and arrived in Prague that evening.

Some skillful maneuvering to get the massive vehicle elegantly around the tiny cobbled streets of central Prague attracted much attention and plenty of applause both from passengers and onlookers outside on the streets!

The Robe bus crew - comprising individuals from the Americas, Asia, Europe and Africa - stayed in beautiful, charismatic Prague 1 at the heart of the old town.

That evening a dinner in one of the many nearby restaurants was followed by additional socializing, chilling and relaxing - most welcome after a crazy schedule in Frankfurt.

Bright and early next morning - along with some stunningly warm, sunny weather right on cue - the itinerary kicked off with a sightseeing walking tour of the city, followed by a river cruise and lunch on the amazing Vltava, providing one of the best vantage points to observe this incredibly beautiful city. Late afternoon, the bus departed for Valasske Mezirici the east of the Czech Republic, with everyone arriving about 4 hours later at the Solan Hotel, one of Moravia’s premium business, resort and spa hotels, with commanding, picturesque views of the region’s tranquil Beskydy Mountains. Positioned 816 metres above sea level, it offers a spectacular view of the Javorniky Mountains.

Next day (Monday) it was time for the Robe factory tour around the 20,000 square metre facilities with all the latest production technology in action .... The production lines are exceptionally busy satisfying the massive volume of orders and high demand for Robe's new ROBIN range of fixtures.

In the afternoon, everyone visited Robe's brand new purpose-built show and demonstration room area, for one-to-one demos on new and existing products, and the chance for in-depth Q&A sessions and hands-on handling of the different fixtures in a calm and relaxed environment.

In the evening, it was back on the bus which departed Valasske Mezirici for Frankfurt, arriving on Tuesday morning in time for a very smiley, happy crew to catch their various international flights. Says Harry, "It was a huge success and a great opportunity for everyone to have some fun, experience a bit of Czech flavour, great food and wine, see some stunning countryside and enjoy being part of the Robe Family". He adds, "I was quite amazed by the bonding between established and "rookie" distributors! It was almost a "copy and paste" experience in terms of their induction with Robe culture, products and thinking, and I had to do almost nothing to aid the flow of communications!"

