

25.4.2012

Robe Appoints New Argentinian distributor

Products Involved

LEDWash 600™ MMX Spot™

Robe announces a new exclusive Argentinian distributor - Buenos Aires based
The TSD Group.

The company is run by Daniel Lema, and it has been a major player in the professional entertainment technology industry since 1994 as a leading supplier to all sectors including television, theatres and concert touring.

“We are delighted to have TSD onboard as part of the Robe family,” says Robe’s Regional Sales Manager for Latin America, Guillermo Traverso. “We took our time to find the right company and people,” he adds, “and the TSD Group’s expertise and commitment to the brand, plus their renowned after-sales service and support are all qualities that fit perfectly with us. We expect that they will be great success”.

TSD has been aware of Robe for some years and has always been impressed with the brand, its product lines and their performance. Many things came together to make the deal happen, including an upturn in the Argentinian economy.

The TSD Group was keen to become a distributor because of Robe’s reliability, quality and cost-effectiveness.

TSD Sales Manager Sandra Gallasso comments, “We have wanted to work with Robe for some time, and now all the circumstances are right! We are expecting to do particularly well with Robe in the touring market, especially with a rapidly increasing amount of international artists now visiting Argentina”.

She adds, that the TSD Group feels it is “Absolutely the right company” to introduce ROBE across all of Argentina and to make the brand accessible via their massive network of contacts, customers and industry friends.

The current flagship ROBIN MMX Spot and ROBIN 600 LEDWash have already been very well received.

The first sales were to rental company Vidal, Arte Sonoro y Visual, who immediately supplied ROBIN 600 LEDWash and MMX Spots to the Festival de la Fiesta del Sol in San Juan and the Fiesta de la Vendimia in Mendoza.

