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SL Production Gets the Robe Style

Products Involved

PAINTE®

SL Production in Skive, Denmark is a new lighting and sound rental company – founded in 2020 by Jesper Poulsen and his business partner, Kasper Holm Nielsen – who joined forces and merged their respective companies into one entity to offer the best and highest quality production values for all types of events.

Jesper is well known for his colourful character, joi de vivre and excellent communication skills. Before starting SL Productions, he ran his own company operating as a mobile DJ and LJ spinning tunes and utilising his multiple skills mainly for tractor pulling events – a booming phenom in Denmark – and the numerous town festivals that are popular across the country.

As soon as the new company was formed, they purchased some Robe moving lights – 6 MegaPointes and 8 x LEDBeam 150s.

“We knew that if we wanted to grow the company and be taken seriously, we needed to offer lighting and visuals, so in addition to excellent audio, we also believed that investing in the best quality lighting kit was the way to go,” Jesper enthused.

He added that while it was not the cheapest option, they would not be where they are now if they’d not done it.

“Without a doubt, having Robe onboard has enabled us to produce better shows and get more offers and better work. It’s brought us massive production value and people can really appreciate what can be achieved using quality kit,” he stated.

The next Robe investment was 12 x SPOTES in 2022 as business ramped up post-covid. These are among SL Productions’ most-used luminaires. Jesper loves the zoom and the CMY colour mixing, and both features were deciders in the investment.

“They were a great choice!” he declares, and he uses them for small bands of all types, jam bands, and for his own DJ shows. He is the lighting designer for DJ Alligator and currently 8 other bands and artists regularly touring and gigging around Denmark.

12 x PAINTES are the most recent purchase, which are again proving invaluable for various shows. The local city festival events can be quite big and cater for up to 10,000 people, with stage scaled accordingly.

The Robes have given SL Productions more scope to impress and push the boundaries of the lighting designs they can produce.

Jesper is delighted with all the fixtures and the effect they have had on business. “It’s really important to give people a great show and atmosphere every time for their event, so they will appreciate and share the experience with others … which in turn should generate more work.”

So far, it seems to be a winning formula for them. “That’s definitely the way it often happens around here,” he confirms.

He also cites the superlative service from Robe’s Danish distributor Light Partner as a great reason for going with the brand. Not only is the service “Excellent in every way ….they are also super friendly people, and it’s nice to be involved!

Light Partner organised a factory visit to the Czech Republic earlier in the year which proved an eye-opener for Jesper. “It was mind-blowing,” he declared, “and reinforced everything I’d already heard about the quality engineering, the workspace and culture there! I know a Robe fixture will last at least 10 years and be stable and reliable!”

Before making the latest purchases, for his own research he did look at several other possible options before coming back to the PAINTES. He also attended plenty of expos and trade fairs and sought the opinions of several other lighting professionals on all levels. As a lighting designer himself, he wanted the best, most creative and useful tools.

Jesper’s business philosophy is basically simple and grounded: “Buy products that you would like to use – and apart from anything else and all the other things you can achieve with them … using quality products makes you feel much better!”

Photo Credit: Louise Stickland

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