

19.9.2024

## EventCom invests in Robe

### Products Involved

**iFORTE**<sup>®</sup> **ESPRITE**<sup>®</sup>

EventCom is a specialist in the provision and rental of audiovisual equipment based in Gembloux, in French-speaking Belgium, managed with passion and energy by director Thomas Richard.

It highlighted its commitment to providing the highest quality production values and service by investing in a number of Robe mobile lighting products, including the newest iFORTES and ESPRITES.

EventCom has also just completed a fantastic new extension to their warehouse and offices, which will triple their operational space to 2,600 square metres of storage and 600 square metres of office space, which is clear proof of their success! This will allow EventCom to operate even more efficiently and grow as planned over the next 5-7 years, reflecting their dedication to the industry they love.

“Robe is the top brand right with an excellent range of fixtures and a great reputation for reliability and value,” stated Thomas, whose first purchase was 24 x MegaPointes in 2021 which have worked constantly ever since.

He recalled the moment the MegaPointes joined the inventory and he realised that they immediately started generating more business for the company, “Getting MegaPointes really did have that much impact, they were THAT much in demand,” he says, adding that all their subsequent Robe purchases have had a similar ripple effect.

Another 40 MegaPointes quickly joined the rental fleet and continue to be one of the most universally specified Robe luminaires for designs across all sectors.

Other purchases have included LEDBeam 150s, Spiiders and TetraXs, and most recently the batch of powerful iFORTES which arrived ready for the summer season, as well as the mid-sized hard-edged ESPRITES which arrived last year and continue to arrive this year.

EventCom has standing orders for Robe machines, as soon as some are delivered, others are still on order. Thomas considers both iFORTES and ESPRITES “real workhorses for which there are no other comparable equivalents.”

Thomas and EventCom’s administrative director Mélanie Lucchina are always on the lookout for new technologies, and at Benelux distributor Controllux, their account is managed by Mattias Ternoot who ensures they stay updated with what’s new and hot in Robe world!

Much of their purchasing is driven by demand and by equipment riders, and Thomas observes that all the leading show and lighting designers will always accept Robe. He also still designs lighting rigs himself for some of their clients, so he speaks with first hand knowledge on the effectiveness of the products.

He appreciates the weight and power ratio of Robe luminaires, which he believes gives them an advantage over competing products.

For touring shows, many venues have trusses with limited loading capacities, and this is where the pounds – or lack thereof – can really be beneficial.

Expanding the EventCom premises is all part of the masterplan for medium term expansion which Thomas describes as an “evolution” with the company now growing at a strong and sustainable rate.

Thomas underlines that solid supplier relationships are integral to this overall process.

“I look for good partners who share our values and who, like us, are always pushing to improve the quality of the service we can deliver or to be more innovative, and Robe ticks all these boxes!”

He concludes by saying that he wants to make Robe an essential brand for EventCom and the events market.

Photo Credit: Louise stickland

