

19.8.2013

Rapid Reaction to Robe Pointe

Products Involved

MMX Spot[™] Pointe[®]

Haarlem, Netherlands based technical solutions provider React Audiovisueel has made its latest investment in Robe moving lights in style, with the addition of 24 new Pointe fixtures and 12 MMX Spots.

The company is headed by Jelle Steijnen and Bart Steenman, two go-ahead young entrepreneurs who met whilst at university in The Hague when they were both also working as mobile DJs.

Jelle additionally worked as an AV engineer to help finance his studies in Astro Physics making numerous industry contacts in the process, most of whom he's still in touch with. Bart took an Industrial Design degree and the two of them also managed to fit in time to launch React Audiovisueel in 1998.

React AV is known for its fast, friendly and efficient service and for having high quality equipment and excellent crew. The company works across all sectors from corporate events and presentations to trance and beach parties, a healthy diversity which is good for balancing the income as well as ensuring a nice mix of interesting projects.

React also like to be 'first' when it comes to having new technology on-board and were the first company in The Netherlands to purchase Robe's ROBIN series when it was launched in 2009. Before that, their first Robe products were bought in 2005, so they are well acquainted with the brand.

The Robe stock, up until this latest Pointe and MMX investment, included 16 x ROBIN 300E Spots, 16 x ROBIN 300E Beams and 36 x LEDBeam 100s ... so their inventory of Robe ROBIN moving lights now tops 100 - with more in the pipeline.

"In the ROBIN series Robe took a new highly innovative path and produced several properly different products, and it was also obvious that they had a clear and defined strategy for future development of this series," comments Jelle. "Imagination and creativity like this are a breath of fresh air!"

He initially saw the Pointe at Prolight+Sound, Frankfurt this year, where it was launched and Robe's Benelux distributor Controllux then followed up with a demo at React's well organised facility.

“You can see that much effort has been spent on making The Pointe really different to any other fixture,” he affirms. He likes the fact that the Pointe is a complete and very versatile product which can be used really effectively for any number of different functions. It’s “Very cool and great for impressing clients”.

On the MMX, he thinks the dual graphics wheel is impressive together with the brightness and the projection capabilities. “It’s a great workhorse fixture,” he says. React’s MMXs are constantly working.

He feels very safe in investing in Robe products and knowing that he can also develop new clients based around having Robe in the hire stock.

React is known for its creative and ‘out-of-the-box’ approach to show and event productions and design, and having Robe products helps emphasise that element of the company. “Robe is recognised as a brand of real quality and invention,” he confirms “And that’s where we want to be”.

React has a very closely working relationship with Aalsmeer based rental company Eventec – who also have Pointes, LEDWash 300s and MMX WashBeams. These and React’s fixtures are frequently cross rented in both directions.

