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## **Bwefar Invests in Robe LEDWash 800s**

Bwefar, a busy lighting rental company based in Zwolle, The Netherlands, is headed by the charismatic Akim Bwefar and specialises in the design and supply of lighting for automotive shows all over the world – although they also engage in lighting other types of events as well.

Akim is known for his expansive character and his enthusiastic approach to life and business! He has followed the development of the Robe brand right from the beginning – when Robe was originally a quality OEM manufacturer - and before ‘Robe’ was officially launched in 2002 and started blazing a trail in the world of moving light manufacture.

Bwefar was first founded in 1998 and grew steadily and in 2008 an audio division was added to help further expand the company’s scope. The first Robe products purchased – two DigitalSpot 3000DTs – also joined the hire stock in that same year.

When Robe’s ROBIN LEDWash series was launched in 2010, it triggered another round of investment which was further fuelled by a project for Volkswagen at the Tokyo Motor Show, where Bwefar was contracted to supply kit to the stand designed by RGB from Germany, who specified LEDWash 600s. At this stage, they decided the time was right to buy their own LEDWashes.

This was followed up by purchase of LEDWash 800s which were specially developed by Robe to cater for the needs of the automotive and architectural lighting applications. The LEDWash 800 has a patented rotatable lens and beam shaper which is ideal for precision illumination. Other general LEDWash features making these fixtures ideal for car shows include the smooth, high quality light-output, the homogeneity of the beam and the authenticity of the whites ... plus of course, the reliability! They can achieve an 8000K white which Bwefar are sometimes asked for.

Bwefar’s LEDWash 800s have been used on car shows in Delhi and Qatar, so Akim has already experienced a good ROI! As one of two companies in the Netherlands with LEDWash 800s, these are also constantly in demand as a cross rental item when not out on Bwefar’s own shows.

The versatility and variability of the LEDWash range means that LDs can use less fixtures to light the same space in the right way – and that they need only one type of lightsource to cover all aspects of their designs.

“I am delighted with the LEDWash 800s,” he comments. “It’s a small fixture with a serious amount of output. Also the service and support from Controllux has been quite amazing, so I

am very impressed all round,” he stated.

They are also frequently used on Bwefar’s corporate event work and can help save budgets and time due to their considerably lighter weight, which means less complicated rigging requirements and a dramatic reduction of show electricity bills due to low power consumption.

Assessing the needs of the market, Robe also invested in getting the new 15W LED chips of the 800 in the same colour spectrum as the 10W LED chips used in the LEDWash 600 ... in a clear commitment to designers, users and investors like Bwefar.

