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BML Buys Robe Moving Lights

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Photo caption from left to right: Shelly Diamond, Elliot Krowe and Eric Todd

The decision to invest in Robe was made by BML's CEO Elliot Krowe, who says, *"I'm well acquainted with Robe's excellent performance and reliability, so when it came to decide on moving lights for our production inventory, the choice was easy!"*.

They specifically like the zoom and gobo facilities of the Robes and the quality optics for which the brand is renowned. He contacted Robe America's President Michael Carattini and they deal was done.

BML is active in all areas of lighting including concerts and events, film and TV productions, installations and rentals.

The company was formed last August when Krowe and Elliot Todd teamed up with industry veteran Shelly Diamond - for 30 years a sales executive at See Factor - to operate as BML. They were joined by Paul Edwards as technical director and general manager. BML is currently engaged in major equipment acquisitions to support the new enterprise.

Robe America's Michel Carattini says, *"We're pleased to partner with BML and their powerhouse team led by Elliot Krowe. I'm confident that Robe's products will serve BML's production and hire services exceptionally well, and that this will be the basis for future expansion of our relationship"*.

For more press information on ROBE please contact marketing department on e-mail: marketing@robe.cz.

