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Intralite Shows Robe Commitment with MegaPointes & Spiiders

Intralite is a busy and fast growing Slovenian rental company that was among the first in the country to invest in MegaPointes with a purchase of 12 from Slovenian distributor MK Light Sound.

In the last 18 months, Intralite has also invested in Spiiders - twice, 12 quickly followed by another 12 - and MMX WashBeams, all of which have been added to their existing Robe rental stock.

They service a lot of high quality shows explains owner Ales Pirman. There is plenty of business in the dynamic Slovenian market which is action packed for a small country, and due to its central location and outstanding landscapes and environment, hugely in-demand for numerous international events. Ales's clients all "expect us to have serious kit" he elucidates.

The launch of the MegaPointe was great timing for Intralite as Ales was looking for some multi-purpose fixtures to cover the diversity of events they service. He attended the demo staged by MK Light Sound for the new light and placed his order shortly afterwards.

"I needed a hybrid that I could use in any location and for any type of event - a wide application fixture is important for smaller markets like Slovenia, (the total population is just over 2 million) and this can be a beam, a spot or a wash, and is also great for concerts and music shows," he stated.

He recently used the new MegaPointes and around 150 other Robe fixtures across two sites on a massive event for the Petrol Group corporation at Ljubljana's Gospodarsko Razstavišče Sejem.

Before the Spiiders, Intralite had previously owned some other LED wash moving lights but when Ales and his crew saw Spiiders in action for the first time ... they knew it was THE wash light for them and it would be a "proper" investment.

They were also encouraged when Slovenia's largest rental company Event Lighting committed to buying Spiiders, knowing there would also be good cross-rental opportunities, and this same pattern also applied to the MegaPointes.

The first gig for the first batch of Spiiders was Croatian rockers Prljavo Kazalište. LD Sven Kučinić originally had LEDWash 600s on the spec, and was very happy to use Spiiders which he loves. Ales himself likes the power and punch of the fixture along with the nice fat beam.

The MMX WashBeams were chosen as a good all-round multi-purpose fixture, and now, with the MegaPointes on-board, these will be a great compliment and another option for creating spot, wash or beam looks.

Intralite has invested in Robe equipment since the company started in 2004, all of which has been supplied by MK Light Sound.

The very first purchases were Robe's 575 XT Wash and 575 Spot AT series which were a great start for the company and are still working hard today! From there he moved on to Robe's then workhorse 1200 AT series ... of which 20 units are also still working constantly.

The purchases continued, the more recent ones being in 600E Beams, LEDBeam 100s, PARfect 100s and two BMFL Blades which are primarily used as follow spots. So there is a good selection of kit.

"The decision to invest in a premium brand from the start has opened many doors in expanding the company and its business" he explains, "All the serious players in Slovenia are using Robe. The quality of the products is excellent and Robe really has its eye on the ball right now, and can offer a great range of products whatever the application".

The BMFLs were bought for use in on a long term TV show installation for which a small but powerful fixture to provide precise top and back light.

The continued brand loyalty has been for several reasons.

The reliability of the kit has proven itself over and over again. "Even my first moving lights which are 14 years old are still earning money - and that's really a good recommendation".

Ales also mentions the price / quality ratio of Robe, and in the same breath, the "fantastic" support from MK Light Sound.

He observes that Robe is the most prolific premium moving light brand available in Slovenia - a lot due to the hard work of MK - which has created a solid secondary cross rental market that benefits all the main rental companies. Most of these have Robe stock and are on good terms with one another. The majority of Intralite's work - which embraces, events, festivals and TV productions - is in Slovenia and Croatia. They are a full technical service provider, with trussing, rigging and staging, crowd barriers in stock, and sound via Pirman Acoustics.

The last three years have been the busiest and best yet for the company in terms of turnover and Ales is very positive about the future.

Creatively, Ales designs a lot of the shows himself. He thinks beam light-shows have been a bit overdone and senses a return to more classier spot fixtures as the base, certainly in the TV sector for now, so the MegaPointes and MMX WashBeams are a good choice there as well.

Over the time he's known Robe, he's seen the brand develop and grow massively. "The products are innovative and interesting and they always seem to keep one step ahead of everyone," he states adding that the 'multi-purpose' concept at the heart of Robe's current product design makes it an even more attractive investment proposition.

Intralite is based in Turjak, a short drive out of Ljubljana. Ales's father was a sound engineer so he was quite literally born into the industry ... and today he still works closely with his father's audio company Pirman Acoustics, although his interest in lighting developed at an early age, widening the range of technical production expertise in the family!

Photo Credit: Louise Stickland

