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Robe Restructures For the Future

Czech Republic based moving light manufacturer Robe lighting announces a series of new appointments in a planned management restructuring exercise designed to position the company for a new decade of growth and expansion.

Robe lighting has a new Operations Director and Sales Director, while LED manufacturer and sister company Anolis gets a new Sales Director.

"This will help take Robe and Anolis to new levels of quality and excellence, and continue the trends of innovation and service that has made both companies so successful," states Robe lighting owner/founder and CEO Josef Valchar.

Harry von den Stemmen takes the position of Sales Director at Robe lighting. Von den Stemmen has been an integral part of the Robe management team for the last 7 years as International Sales Manager, and has been instrumental in developing the worldwide distributor network which now spans 120 countries.

John Saunders becomes Sales Director of Anolis. Saunders has been Business Development Manager for Anolis since its launch in 2005. With the massive increase in demand for environmentally conscious and sustainable products, Anolis has always been at the forefront of the LED revolution. As dedicated Sales Directors for each company, von den Stemmen and Saunders bring their energy, experience and enthusiasm for their respective industries to the top of the management structure. They will focus directly on moving the two companies forward globally, continuing to 'push the envelope' of innovation and retaining their positions as market leaders.

Adrien Trecek joins the Robe management team as Operations Director. He will be based at Robe's HQ in Roznov p.R., and be involved in overseeing the efficient and smooth running of all Robe's day-to-day operations including logistics, the production process and the factory. Prior to the appointment, Trecek has been working for Robe as a consultant for two years and brings fresh ideas and insight.

This will enable Robe & Anolis founders and owners Josef Valchar and Ladislav Petrek to concentrate on major objectives including future strategic planning and product development, creative engineering and R 'n' D, plus key initiatives like consolidating the Robe and Anolis patent portfolios. They will also continue the lively programme of research into future technologies - seen as a central inspiration to the future of both companies.

The restructuring follows the recent physical expansion of Robe during the latter half of 2009. This included a 3.5 million Euro investment in constructing a completely new Logistics Centre and doubling the warehouse space to nearly 4000 square metres, together with the creation of a purpose-

built Plastics Moulding Centre equipped with all necessary state-of-the-art machinery. Robe also acquired PCB production company Dioflex, previously a long term electronic parts supplier.





