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## M&S Showtechniek Invests in Robe

### Products Involved

PAINTE®

M&S Showtechniek is a lively, ambitious and fast-growing full production – lighting, rigging, audio and video – and rental company based in Amersfoort, The Netherlands, run by two hard working directors, Pim Muller and Jeroen van der Stap, who are both involved hands-on in the day to day running of all operations.

They started the company in 2011 while still at high school and formalised the structure as soon as they graduated, deciding to target the delivery of quality events wanting an imaginative approach and quality production values. From the outset, they kept ploughing profits into new and innovative equipment, a policy that soon led them to Robe moving lights.

The first Robes to join the M&S inventory were 24 x LEDBeam 150s in 2017. At this stage, M&S Showtechniek was among the first companies in the Netherlands to invest in these handy and powerful little moving lights which have been a popular and successful product for Robe.

Before that, they also had some small wash fixtures from a competitor brand. However, they needed a moving light with a zoom, "The LEDBeam 150 was the right fixture at exactly the right time for us," commented Pim, saying that they also wanted a white source LED fixture.

This purchase also doubled their moving light inventory at the time and was delivered via Robe's Benelux distributor, Controllux.

Ninety per cent of M&S's business is supplying corporate and B2B events, especially those looking for something a bit different with style and flair. One of the many reasons they wanted to build their rep in this sector was because they wanted to work in environments that were not so tough on the kit – like rock 'n' roll for example – and also because many clients at this level are likely to embrace excellent production values.

They also still service parties and events for their friends, working nationwide around the Netherlands and all over Europe.

"We've been delighted with the LEDBeam 150s," enthused Jeroen, they have been used on almost every show since we bought them, they are still going strong, and they have provided outstanding ROI!"

This was followed up with the purchase of 12 x miniPointes which Pim underlines have been "extremely reliable and they work brilliantly combined with the LEDBeam 150s."

In autumn 2024, the Robe stock was boosted again with the purchase of 16 x PAINTES, as they needed a hard-edged spot luminaire, and wanted to continue buying compact fixtures. "It's advantageous in our world to have the choice of dynamic lighting through using more smaller fixtures than fewer larger ones for most events," explained Pim.

This time around, framing shutters were a must, so PAINTES ticked all the technical and creative boxes and are "super bright for such a compact light," confirms Jeroen.

Pim revealed that before getting the PAINTES, he'd worked frequently with a friend's Robe VIVA CMY fixtures that he really liked, so when the PAINTE was launched, they were thrilled. "It's faster, brighter and also more subtle than the VIVA CMY, so a big leap forward from Robe in terms of a smaller fixture," he commented.

While TE (TRANSFERABLE ENGINE) technology was not a dealmaker in this case, they both think it's very handy to have the option of replacing or swapping the lightsource at some future juncture.

Jeroen stated that after the excellent experiences with the LEDBeam 150s and miniPointes, this time they went directly to Robe once they heard about the PAINTE - they didn't seek out other potential alternatives.

They had also visited the Robe factory in the Czech Republic during 2023 and were suitably impressed with the care and precision that goes into fixture production, and the fact that they are properly manufactured in Europe "This is actually a big deal - we like it being genuinely European," noted Pim.

Jeroen adds that Robe is a well-known and recognised brand that "everyone is happy to work with, and the quality and excellence is in line with the business model on which M&S Showtechniek is built and developed."

The PAINTES were delivered by Controllux with whom M&S Showtechniek has a "great" relationship, and the lights went directly out on a show ... and have been constantly busy ever since!

Apart from being great all-around multifunctional moving lights, they are sometimes used in place of a standard static profile which is very timesaving.

M&S Showtechnik supplies approximately 600 events a year of all sizes and complexities, from very large multi-level full productions to smaller and more straightforward dry hires, and currently Pim and Jeroen are working alongside two full time technical staff and a regular pool of experienced and enthusiastic freelancers who embrace their passion, work ethic and energy.

Photo Credit: Louise Stickland



