

PROLIGHT & SOUND EXHIBITION

March 12 – 15, 2008
FRANKFURT, GERMANY



Prolyte Products Group can look back on a successful performance at the Prolight & Sound exhibition. No less than 5 new products were shown, among them the Rotating Stage and the Mammoth truss. "The show was very well visited, not only our existing distributors showed up, we also saw a lot of interest from new contacts. The movement of the rotating stage proved to be a real show stopper" comments Marina Prak, Communications and Marketing manager from Prolyte.

"Presenting a new product is always a challenge, let alone five, but it is very rewarding to see and hear the response".

The launch of new products has had an immediate effect on sales. Not only the follow up of the leads from the exhibition but also requests after the show have made this exhibition worthwhile..

The Rotating Stage has already been sold to several customers. Among these customers are Kimix from Belarus and Prolyte distributor in Russia, JSA, who have both ordered a complete 6m. rotating stage.

On the Prolyte website www.prolyte.com/news, you can find a photo view from the exhibition.