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AdagioPRO appointed new Elation Professional distributor in Spain

Elation Professional is pleased to announce that AdagioPRO—a division of Holmusic—has been appointed the exclusive distributor for Elation Professional products in Spain. The distribution partnership goes into immediate effect and covers the distribution of Elation Lighting, Obsidian Control Systems and Magmatic atmospheric effects products.



Photo (l to r): Víctor Pérez (Director, AdagioPRO), Abel Sánchez (Product Manager Professional Lighting, AdagioPRO), Jonas Stenvinkel (International Sales Manager, Elation), Frederik Afif (International Sales Manager, Elation), Daniel Alorda (CEO, Holmusic)

Holmusic is a family-run business with more than 50 years of experience distributing musical instruments and professional audio and lighting systems in Spain and other European countries. AdagioPRO serves as Holmusic's professional sound and lighting division and distributes professional stage lighting systems to a broad range of market sectors including concerts, rental, touring, installations and broadcasting. The lighting division is based at the Holmusic Group corporate headquarters and warehouse facility in Barcelona.



www.ElationLighting.com

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After decades as one of the top professional audio distributors in Spain, since 2019 AdagioPRO has been committed to providing professional lighting systems. “The new partnership with Elation consolidates this project and enhances our presence in the professional lighting market,” stated AdagioPRO Director Víctor Pérez. “We feel absolutely confident that Elation products will deepen our presence in touring and installation while helping us grow in the broadcasting market. Customers will be able to count on the advantages that come from having a strong national distributor, such as training courses, a wide range of demo equipment, technical assistance services in key geographical locations, and a team of professionals to give them support when they need it.”

Frederik Afif, International Sales Manager at Elation and company representative for Spain, stated, “What a pleasure to work with such professional and passionate people. Adagio is a family-run company, like Elation, and that is only one of the many reasons why we know that the Elation, Obsidian and Magmatic ranges are in perfect hands in the Spanish market. Although my Spanish is more rudimentary, we have spoken the same language from the very beginning. When it comes to the vision we have, we understand each other perfectly well and we knew right away what to achieve in the future and that is fundamental for a long and successful rELATIONship.”

About Elation Professional

Based in California with facilities in Florida and Mexico City, as well as European offices in The Netherlands, Elation designs and manufactures a comprehensive range of innovative lighting products known for its superior performance, excellent efficiency, and outstanding price:value ratio, all backed by a hard-earned reputation for Total Support. Elation also offers an advanced line of lighting control products through Obsidian Control Systems, as well as a full range of dependable specialty effects called Magmatic. Our mission has always been simple: to provide best-in-class products and service while offering the best value:performance ratio in the industry. Elation products continue to be a part of the industry’s most exciting projects across the globe. We invite you to take a closer look at www.elationlighting.com

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