



FOR IMMEDIATE RELEASE

04-July-2025

Elation Welcomes Alistair Smyth Back to the Team

Elation is thrilled to welcome Alistair Smyth back to the Elation family! Alistair has rejoined Elation's European team as Key Account Manager, where he will support the company's distribution partners and clients across the Nordic countries.



A 30-year industry veteran and familiar face in the lighting world, Alistair brings a wealth of experience in customer service, technical support, and sales, including an extensive background with some of the most respected lighting brands in the industry. He is poised to play a key role in expanding Elation's presence in the Nordic region and contributing to global growth.

"It's great to be back among my friends at Elation," Alistair shares. "In our little industry, some of us are lucky enough to travel the world, meet amazing people, and see technology used to its fullest. But there's no place like home—and I've come home to rejoin my family at Elation.

I'm excited to return to a company known for its innovation, creativity, and engineering excellence – a real dynamic force pushing our industry forward to be the best it can be. Thanks to Marc and the extended team for the warm welcome back. Now the hard work begins."

In his previous role at Elation, Alistair worked in the company's technical sales department. Since then, he has held key roles with tracking solutions manufacturers, Follow-Me (as Technical Sales Manager) and Zactrack (as Brand Manager).

Marc Librecht, Elation's European Sales and Marketing Director, is enthusiastic about Alistair's return: "We are delighted to welcome Alistair back to the Elation family. He knows the brand inside and out and can immediately provide valuable support to our distributors and clients. With his technical and problem-solving expertise, and his customer-first approach, we're confident Alistair will play a vital role in strengthening the Elation brand and expanding our market presence."

About Elation

At Elation, we collaborate with leading professionals in the lighting industry to help bring extraordinary experiences to life. As a designer and manufacturer of a wide range of high-performance entertainment lighting products, we're proud to be a trusted partner to top lighting professionals and rental houses around the world. Our commitment to quality, innovation, and creative solutions has made us a go-to resource in the industry. We also offer an advanced line of lighting control products through Obsidian Control Systems, and a full range of dependable specialty effects called Magmatic. We invite you to take a closer look at www.elationlighting.com

For more information, contact:



FOR IMMEDIATE RELEASE

Elation US

6122 S. Eastern Avenue
Los Angeles, CA 90040
USA
Tel: (866) 245-6726 (toll free)
Tel: 323 582-3322
sales@elationlighting.com
www.elationlighting.com

Elation EU

Junostraat 2.
6468 EW Kerkrade
The Netherlands
Tel: +31 (0)45 546 85 66
info@elationlighting.eu
www.elationlighting.eu

Elation Mexico

Av Santa Ana 30,
Parque Industrial Lerma,
Lerma, Mexico 52000
Tel: +011 52 728 282 7070
ventas@elationlighting.com
www.elationlighting.com