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Allan Bagger Joins Elation Professional as Sales Representative for Denmark

Elation Professional EU is pleased to announce the hiring of Allan Bagger as the company's new sales representative for Denmark. As one of the founders of Music Group Denmark, a supplier of lighting and sound equipment that he helped build up since 2011, Allan comes to the new position at Elation with extensive experience and knowledge of the Danish lighting market.



Allan, who started in the new position on August 1st working from an office in Denmark's second largest city, Aarhus, is tasked with support and training of Elation's Danish customers, as well as growing Elation's presence in the rental, theater, stage and installation segments.

Allan commented on the new position: "I have worked with Elation products as the Danish distribution partner since 2011, so I know the brand well. Here in Denmark, it's primarily about getting the industry to know the Elation brand and I will use my connections in the market to move the company forward. Because of the Elation team's passion to develop new products in very high quality, it fits me very well to be a part of a fast moving brand that keeps moving towards new standards."

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About Elation Professional

Elation Professional is one of the world's leading lighting and visual solutions providers and is the global brand of Elation Lighting. Founded in 1992 and headquartered in Los Angeles, with European sales, distribution and support based in The Netherlands, Elation designs and manufactures a comprehensive range of innovative yet affordable lighting and video products that are distributed through a global network of dealers and distributors. Made up of a spirited team of dedicated personnel, Elation is setting new efficiency and performance standards in Platinum lamp and LED technology and is acknowledged for a comprehensive commitment to Total Support. As a company in expansion with a presence in a growing variety of market segments, chances are you've experienced Elation lighting at a concert, special event, TV, theater, late night venue, House of Worship, theme park, cruise ship, exhibition, architectural space or elsewhere. For more information, please visit www.elationlighting.com

For more information, contact:

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