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Elation Europe Appoints Arnaud Thaler as Sales Manager for Benelux

Elation Europe is pleased to announce the appointment of Arnaud Thaler as its new Sales Manager for Benelux, effective July 1, 2026.

Based in Ghent, Belgium, Arnaud will support Elation and Obsidian customers throughout Belgium, the Netherlands, and Luxembourg, working closely with the company's distribution partners while spending significant time in the field visiting customers and strengthening relationships across the region.



Arnaud joins Elation with almost a decade of experience in the professional lighting industry, having built an extensive network of relationships with lighting designers, rental companies, systems integrators, and other industry professionals throughout the Benelux market and internationally.

A lifelong professional in the live events industry, Arnaud has worked closely with lighting designers and production companies throughout his career. He joins Elation from Chauvet, where he progressed from UK and Benelux Marketing Coordinator to International Marketing Manager, leading a global marketing team and coordinating international marketing initiatives.

"Arnaud knows the Benelux market very well, and his marketing background is something you do not often find in a sales role," said Marc Librecht, Elation Europe Marketing & Sales Director. "He understands the customers but also knows how to reach them. That combination is exactly what will help us and our partners grow in the region."

In his new role, Arnaud will work closely with Elation and Obsidian's distribution partners in the region, including Rolight, XLR, and Controllux. While identifying new business and collaborative opportunities across the region, he will support distributors in delivering exceptional customer service, from product launches and demos to ongoing sales and technical support. Drawing on his marketing background, he will also collaborate closely with Elation's marketing team to develop regional campaigns and promotional initiatives to drive growth across his territory and beyond.

"It's truly wonderful to be part of the Elation family and to work with brands that are so highly regarded by the industry," Arnaud shared. "The Benelux market has much to offer, from stunning



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theatres to a wealth of festivals, and I look forward to working closely with our distribution partners to help even more customers discover what Elation and Obsidian have to offer.”

Arnaud Thaler

Elation, Sales Manager Benelux

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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 production/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. Elation serves clients worldwide through offices in Los Angeles, Mexico City, Canada, and the Netherlands. We invite you to take a closer look at elationlighting.com

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