

FOR IMMEDIATE RELEASE

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Bob Mentele new Vertical Market Manager at Elation Professional

Elation Professional is pleased to introduce Bob Mentele as its new Vertical Market Manager, a new position designed to provide specialized service to the growth markets of worship, theater, broadcast and education.

Bob brings a strong technical background in lighting and a wealth of experience in the worship and theater markets to the position. Already a familiar face in the industry, he served as the Lighting Category Manager at Full Compass Systems where he guided churches and performance spaces through the process of identifying, purchasing and installing lighting and video systems to meet their needs and fit within their budgets.

Bob comments: "Elation lighting has transformed the way that I design and I am happy to be able to assist other designers in transforming their own world. I am elated to be joining a company whose products I have been happily suggesting and specifying. I am honored and humbled to be representing a brand that I personally utilize, as I admire the care and attention to detail that they infuse into every innovative product that they produce. Elation has become an industry leader in every aspect and I am overjoyed to be joining the family!"



Bob also worked as the Rentals Supervisor at Full Compass and Technical Director & Lighting Designer for The Armory Theatre in Janesville, Wisconsin. He began his 'entertainment' career early while performing in church, as well as at various summer church camps and community theatre productions. Combining his worship experience and knowledge of technical design, he served as the Contemporary Praise Band Leader and Technical Supervisor at Faith Lutheran Church for two years. He continues to serve as a freelance technical director and lighting designer in Southern Wisconsin.

"His expertise is sure to add value to our sales team and dealer relationships as well generate leads and opportunities," stated Eric Loader, Elation's Director of Sales & Marketing. "He's a great fit for our team and we know our customers will appreciate and benefit from the qualified knowledge he brings to the table."

Bob, who started in the new role on August 19, will work closely with Elation sales managers to build relationships across these key markets and drive specifications. He works from an office in Madison, WI, and will travel throughout the US supporting customers and external dealers, as well as Elation's internal sales team.

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 and video products known for its superior performance, excellent efficiency, and outstanding price:value ratio, all backed by a hard-earned reputation for Total



www.ElationLighting.com

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Support. Through nearly three decades of intelligent lighting development, our mission has always been simple: to provide best-in-class products and service while offering the best value:performance ratio in the industry, helping show designers and producers achieve their vision. From discharge to LED, intelligent to conventional, Elation products continue to be a part of the industry's most exciting projects across the globe and our list of references is always growing. We invite you to take a closer look at www.elationlighting.com

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