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## CLUK of Belgium Makes Large Investment in Elation SÖL Blinders

Dry hire company CLUK BV of Belgium has invested in more than 100 Elation [SÖL I Blinders](#), including accessories, supplied through Elation's exclusive distributor in the country, XLR. For CLUK, who serve production companies worldwide, the purchase is a significant expansion of inventory but also represents an ongoing commitment to working exclusively with trusted, industry-leading brands.



Bert Schmeits, Elation Key Account Manager Benelux, and Pieter Van de Velde, Managing Director, CLUK

“By choosing Elation as our principal lighting brand and by partnering with XLR as our official distributor, we align ourselves with a portfolio renowned for its exceptional quality, reliability, and global recognition on major tours and productions,” stated Pieter Van de Velde, Managing Director at CLUK. “XLR strengthens our ability to bring the latest innovations directly to the professionals who rely on us. Together, CLUK and XLR form a strong link in the Elation ecosystem, connecting premium manufacturing with the daily realities of production companies.”



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The SÖL I Blinder is an ultra-compact, multipurpose light that has seen service on tours, festivals, television productions, and live music venues since launching in 2024. Versatile enough to integrate into virtually any stage setting, it features a modular design and variety of mounting options for expanded creative options. Its RGBLAW LED engine offers full-spectrum color, and it packs a punch at over 8000 lumens.

Every SÖL I Blinder will leave the CLUK warehouse in Zulte with its full set of accessories included as standard: blinder lens, Fresnel lens, Bowens adapter, omega bracket with hook, safety cable, interconnectors, jumper cables, gel-frame holder and barndoors. "This ensures production companies never have to worry about missing components or last-minute compromises," says Van de Velde. "Everything is there, ready to go."

Operating from new facilities, CLUK specializes in delivering high-end dry hire solutions for the audiovisual industry with an attention to detail and a customer-first approach that sets the company apart.

"At CLUK, our mission is clear: to be a preferred partner of Elation in dry hire and the ultimate ally of production companies worldwide," Van de Velde remarked. "By proactively thinking ahead, maintaining our gear in top condition, and offering the most complete packages, we empower professionals to focus on what truly matters, creating unforgettable shows."

The new SÖL fixtures join a range of other Elation products already in CLUK's inventory—[PARAGON S](#), [PULSE Series](#), and [SIX+ PAR](#), further strengthening the company's ability to fulfill client needs.

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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 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, and the Netherlands. We invite you to take a closer look at [elationlighting.com](http://elationlighting.com)

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