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COrental Invests in Elation's Paragon

COrental of Germany is expanding its dry hire portfolio with the [Paragon](#) series from Elation, broadening its range of high-performance and versatile LED profile spotlights. With this acquisition, which includes the Paragon S and M models and the planned expansion into the LT model later this year, the company is responding to growing demand for robust systems across diverse production environments.



Focus on Light Quality and Versatility

COrental took a closer look at the Paragon series during a visit to Elation's European headquarters in Kerkrade, Netherlands, in December 2025. Niklas Wegner from COrental explains: "My first impression was primarily focused on the light quality. The combination of high output and simultaneously very clean, balanced white light was immediately convincing."

Designed for Dry Hire with Broad Rental Appeal

As part of the decision-making process, COrental made comparisons with other fixtures on the market. In the dry hire business, the most important factors are the system's versatility and reliability in daily operation, and this is precisely where COrental sees Paragon's strengths.

"For us as a dry hire provider, it is crucial that a device covers as many application areas as possible while also being reliable and economical," Wegner explains. "The Paragon series meets precisely these requirements—high flexibility thanks to interchangeable lenses, robust and weatherproof construction, and a light quality that is in demand in the broadcast, touring, and trade fair sectors."



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A key advantage is the versatility of the fixtures. Interchangeable optics enable them to adapt to evolving requirements, offering everything from precise projections as profile spotlights to smooth, even washes with Fresnel optics, as well as directional lighting with PC optics. This makes them ideal for a wide range of applications, from touring and television to trade fairs.

TruTone, Output, and IP54 Working Together

Wegner says the investment decision was based on the interplay of several key features. “Ultimately, it was the complete package - the light quality thanks to the TruTone variable CRI engine, the strong output, and the flexibility provided by the interchangeable lenses. Combined with the IP54 rating, this results in a very practical fixture that can be used reliably both indoors and under more demanding conditions.”



Partnership an Important Factor

In addition to Paragon’s technical specifications, COrental’s existing partnership with Elation and its German distributor LMP played a key role. Niklas Wegner: “Our previous experience with Elation, as well as the close and reliable cooperation with LMP, played an important role. Especially in the dry hire business, factors such as availability, support, and spare parts supply are crucial, and we have had very good experiences with these partners over the years.”

COrental Presents Paragon in Hilden

COrental presented the Paragon Series at the Paragon Experience on April 16–17 at its facility in Hilden, Germany. The event featured the Paragon S, M, and LT models presented side by side with comparable competitor fixtures in real-world conditions. Throughout the day, attendees engaged in live demonstrations, hands-on testing, and in-depth discussions with product specialists.



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Pictured in photo 1: Niklas Wegner (COrental) and Egbert Zudrop (LMP)

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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