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SF Marketing New Elation Professional Distributor in Canada

Elation Professional is pleased to announce that SF Marketing, Inc. (SFM, www.sfm.ca) has been appointed the exclusive Canadian distributor for Elation Professional products in Canada. SFM has been providing professional-quality products and services to the audio visual and live entertainment industries in Canada since 1978.



"As they say, timing is everything and as Elation's product range has expanded more into the pro-specification lighting professional market, now is the right time for us to find the right partners and sales team to push to the next level stated Eric Loader, Director of Sales for Elation Professional. "SFM is a well-respected distribution company with a long history of taking care of their customers with top-notch service / support and has the resources to help grow the business by offering inventory on demand and flexible financing terms allowing Elation customers to increase their ROI."

"We're delighted to have been chosen as Elation's new partner in Canada," says Randal Tucker, President at SFM. "Elation's leading-edge products, combined with SFM's reputation for unparalleled service and support, presents the opportunity to together take the Elation brand to the next level and beyond in the Canadian market."

Based in Montreal, SFM will serve as Elation's sales, marketing, distribution, and service arm in the Canadian marketplace. "SFM is thrilled to be representing a brand as established and trusted as Elation," said Nicolas Comtois, Product Manager at SFM. "Elation's mission to 'enhance the experience' is continually upheld by their new product innovations, which are visually astonishing and technologically superior. Their commitment to staying on the forefront of new lighting technologies has consistently led to the engineering of rugged and reliable products. These products will be key in further developing the entertainment and architectural lighting market in Canada and offering more solutions to more customers."

Elation Accounts Manager for Canada is Chuck Green. He added, "We're extremely happy to have a company of the caliber of SFM as a partner in the important Canadian market. Their presence in and knowledge of the rental, theater, stage and installation segments is exceptional and we are confident they will make an outstanding partner in moving the Elation brand forward."

Pictured (l to r): Nick Martino (Product Specialist, SFM), Nicolas Comtois (Product Manager, SFM), Chuck Green (Elation Canadian Accounts Manager), Randal Tucker (President, SFM), Jimmy Katsipis (Market Development Specialist, SFM)



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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

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