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Elation Reinforces Commitment to Canadian Market with Establishment of Elation Canada

Elation is pleased to announce the opening of Elation Canada, a dedicated Canadian branch created to better serve its growing customer base across the country and bring the company's full brand and service capabilities closer to Canadian customers. The new branch officially opened on April 1, 2026.



The new operation marks a significant step forward in Elation's long-term commitment to the Canadian market. Canadian customers benefit from a Canadian-owned operation with local employees, a growing nationwide service network, and a strong physical presence that includes warehousing and a Toronto-based showroom and demo space where customers can experience Elation technology firsthand. With faster access to products, direct pricing, and stronger local support, Elation Canada brings deeper engagement and local expertise to customers nationwide.

Elation Canada

Elation Canada will manage the company's complete brand portfolio, including Elation Lighting, Obsidian Control Systems, Magmatic Atmospherics, and X-Laser, serving customers across the professional touring, rental, and installation markets.

Toby Velazquez, CEO of Elation and President of the ADJ Group, is excited about this important milestone for Elation in Canada. He comments, "My vision at Elation is to remain close to our customers in every market we serve. With our continued expansion into Canada, we are reinforcing our commitment to global partnerships by delivering direct factory-level service and support locally. This approach ensures our customers benefit from faster response, deeper support, and the level of performance, TRUST, and innovation they expect from Elation."

Eric Loader, Global Vice President Sales & Marketing at Elation, adds, "Our motivation is to create direct and closer contact with our Canadian customers and bring more value to our



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Canadian partners, and we've assembled a highly qualified team that can do exactly that. Faster, more personal service is our goal, and that's what we plan to deliver."

Fully Integrated Across North America

With the launch of Elation Canada, Elation now operates a fully integrated North American organization, providing a unified structure that connects operations across the United States, Mexico, and Canada. The Canadian team is composed entirely of experienced lighting professionals whose industry expertise and strong relationships will help strengthen Elation's presence across the country.

Leading Through Service

Leading the team as National Sales Manager is Kyle Morton, who emphasizes that Elation Canada will bring a new strategic approach to the market, centered on strong, long-term partnerships. "We plan to focus on key rental and integration partners who are committed to the brand, fostering relationships built on mutual collaboration and shared success," he commented.



A cornerstone of the new Canadian operation is enhancing the high level of service and support that is essential in the professional touring and sales integration markets. Morton comments, "One of our top priorities is to establish service centers across the country, bringing technical support closer to customers. By leading with service, we aim to elevate the Elation brand in Canada and give customers greater confidence when investing in these increasingly sophisticated lighting technologies."

Lighting industry veteran Philippe Tremblay serves as Regional Sales Manager for Québec, based in Québec City. Tremblay brings a strong background in both production and architectural lighting and will lead a team of professionals to provide sales, support, and service to Francophone partners and customers throughout Québec and other French-speaking regions.

Chuck Green, Channel Account Manager at Elation, continues his support role for the Canadian team. He notes, "We're bringing more value and better support across the board. The new Canadian branch will also benefit companies and tours operating on both sides of the U.S.–Canada border by providing a more cohesive experience when working with Elation throughout North America."

As Elation Canada begins operations with a strong local team, expanded infrastructure, and a clear focus on service, it is well positioned to deliver the level of performance and trust that customers have come to expect from the Elation brand.

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Pictured (l to r): Elation Canada's Philippe Tremblay and Kyle Morton

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

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