

10-Mar-2020

GLS Lighting furthers quality approach with Elation investment

GLS Lighting, based in Southampton, along England's southern coast, is celebrating 25 years of offering quality lighting solutions to all walks of the entertainment industry. As one of England's renowned providers of stage lighting with an inventory of top-level lighting gear, GLS recently reinforced its high standards with an investment in Elation Professional Artiste Picasso™ LED profile moving heads, along with multifunctional Paladin Panel™ lights.

"Elation are, in my opinion, one of the most exciting brands out there today. They are charging to the front now, bringing products that are head and shoulders above the rest," stated Ian Turner, one of two founding directors at GLS. Speaking specifically about the acquisition of the Artiste Picasso, he said, "Everyone has been waiting for a product to do what Picasso does. We all need a bright workhorse spot fixture, LED, good framing blades, bright and crystal-sharp optics – simple! That is the Picasso! Over the last year, all the manufacturers have launched a product of this type but, on balance, the Picasso offered the most. The noise level is also important, and the Picasso is so quiet. It was a no brainer for us."



GLS (glsighting.com) worked with Elation's distribution partner in the UK and Ireland, Entedi Ltd., to evaluate and demo the Elation products. Turner has worked closely with Entedi Managing Director Cally Bacchus for years. "Cally understands the business we are all in," Turner says. "He isn't just a box shifter; he understands and cares about what we all need from a supplier. The world is very reactive these days, very last minute, and we need suppliers to be able to help us keep up. Entedi have some great brands already in their portfolio and Elation was an exciting addition."

GLS has a track record with Elation going back a few years but the recent purchase is a more significant commitment between the companies. "We had a number of Elation products in smaller quantities, but we felt we were really seeing a step change in the products on offer and wanted to go further," Turner says. "They also understand the need to support a product family for a period and not replace it within months, which is vital for rental return on investment. We like to feel we are working with the best so it's an obvious choice."

GLS has built a reputation for quality and dependability over the years, offering complete systems to handle all aspects of show lighting be it an arena concert, music festival, wedding or awards dinner. "We provide a lot of architectural lighting during the average year – from stately homes at



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corporate events, to ice rinks, to trees at festivals – the range is huge,” Turner states. “Our new Elation products have already lit a castle, a ship, some ice rinks and even one of the royal houses!”

Included in the purchase is a stock of Paladin Panels, Elation’s versatile IP65-rated wash/blinder/strobe light. Housing 50x 15W RGBW cells, the panels can be used as powerful floodlights, dynamic uplights, effect lights or audience blinders. “I was very impressed when I first saw this product,” comments Turner, adding that they had planned to invest in a different brand until they were able to demo the Paladin. “With Paladin-style products it’s about brightness first and foremost and that brightness is huge. It has a good range of colors, pastels and deep saturates, but they can also handle skin tones, which is important as these products get used everywhere.”

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 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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