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12-Jan-2023

Illuminate Production Services opens U.S. East Coast facility stocked with Elation gear

Illuminate Production Services (IPS) has recently opened an East Coast facility in Ft. Pierce, Florida, to better serve clients nationwide. The family-owned company, which first opened its doors in Sacramento in 2006, is one of the live event industry's premiere full-service production companies. The new facility, which is stocked with production quality audio, video, lighting, and staging equipment, includes many of Elation Professional's most sought-after products.



General Manager for IPS East is Michael Betancourt, a Florida native who is proud to lead the new 8100 sq. ft. facility. "By choosing Fort Pierce, it allows us to be central and support the many production companies throughout the state and east coast. I am excited about the opportunity and have a lot of ideas to further the successful growth of IPS."

Betancourt brings over 30 years of audio, video, and lighting sales, design, installation, and live event production experience to the team. He has previously operated a successful audio and lighting production company in Florida and worked at Elation Professional, where he served as showroom manager and worked with R&D on several successful lighting products. He was also involved in design of the award-winning lighting and video system at Rumba Room Live, an upscale Latin-themed nightclub and concert venue in Anaheim, California.

According to President of IPS Rick Franke, "Having a facility on the east coast allows us to tap into new markets and customer bases. It also allows us to better serve our customers by offering faster delivery and better support to east coast customers. Michael's extensive experience and industry relationships will serve IPS well as a great benefit to our clients and us as we continue to grow."



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IPS has relied on Elation lighting products for years, and the new facility stocks a full portfolio of Elation products including the company's market-leading IP65 Proteus line, as well as other IP-rated lines like the SixPar, Pixel Bar, Paladin and Cuepix series. The facility also stocks Elation Fuze, KL, Artiste, DW, and TVL lighting products, as well as lighting control gear from Obsidian Control Systems. Additionally, the facility warehouses products from sister-companies ADJ and Global Truss, among other products.

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Picture 1 photo caption: (l to r) Rick Franke (President, IPS), Michael Betancourt (General Manager, IPS East), Caleb Franke (Vice President – Design & Operations, IPS)

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 products known for its superior performance, excellent efficiency, and outstanding price:value ratio, all backed by a hard-earned reputation for Total Support. Elation also offers an advanced line of lighting control products through Obsidian Control Systems, as well as a full range of dependable specialty effects called Magmatic. Our mission has always been simple: to provide best-in-class products and service while offering the best value:performance ratio in the industry. Elation products continue to be a part of the industry's most exciting projects across the globe. We invite you to take a closer look at www.elationlighting.com

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