

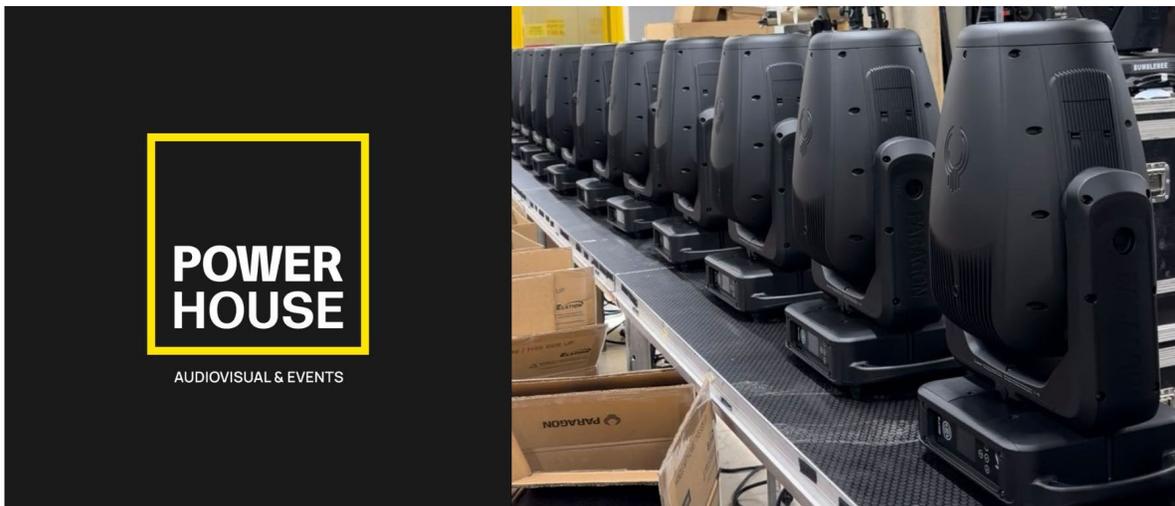


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Powerhouse of Malta Strengthens Lighting Inventory with Elation PARAGON

Powerhouse Audiovisual & Events, Malta's AV Alliance partner and a leading provider of custom staging and production solutions, has invested in Elation's award-winning [PARAGON](#) fixtures, further enhancing its lighting inventory for corporate, conference, and special event work across the Mediterranean island country and beyond.



Founded in 2009 by Mark Vella, [Powerhouse](#) has built a reputation for delivering high-quality, tailored production services to a predominantly international corporate client base. As a member of the AV Alliance, the company maintains close relationships with trusted technology partners worldwide.

“Malta is a beautiful country, very historic, but as a market it is quite small,” says Vella. “We're a small company with a big heart.”

A Strategic Investment at the Right Time

Powerhouse first evaluated the PARAGON in October 2025 during an AV Alliance gathering in Iceland. The company already had Elation's [KL PARs](#) in its inventory, which were performing well, but with an upcoming project on the horizon, it needed to expand its stock of moving heads. The timing aligned perfectly, and after careful consideration, Powerhouse committed to 30 [PARAGON S](#) fixtures at the end of 2025.

PARAGON S



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“We wanted to upgrade our inventory, and the PARAGON came along at the right time,” comments Vella. “I think the PARAGON S is good for us because of the size and the weight. We don’t do big concerts, but for our corporate work, it’s a very nice fixture. It also gives us a bit more flexibility in theatre work or when we do have a music event.”

Delivering up to 20,500 lumens, the PARAGON S features a 5° to 50° zoom, a full-blackout framing system, a comprehensive FX package, and a compact, IP54-rated chassis suitable for both indoor and outdoor use. With a custom white LED engine and TruTone variable CRI up to 93, it offers the color fidelity and correction capabilities critical in corporate and on-camera work. Interchangeable lenses further enhance its versatility.

“From a color, CRI, and color correction point of view, we knew that Elation was going to be excellent,” Vella notes. “We were interested in its versatility—that’s what attracted me most. The small size and light weight were also important, and I feel the price was well balanced.”



Relationships Matter

For Powerhouse, the decision extended beyond product specifications. As an AV Alliance Platinum Sponsor, Elation has a visible presence within the network and values the synergies among its members.

“Working through the AV Alliance and getting to know the Elation guys that come to the meetings helped me greatly,” says Vella. “I met the team, had dinners, and built a relationship with Frederik Afif and Jonas Stenvinkel. It felt very comfortable. Elation seemed like a good brand with good people.”

Availability also played a decisive role. “I also wanted to know if Elation had the PARAGON in stock. I did not want to order something and then have to wait six months for it. Elation had them, and that was one of the important keys to me.”

A Good Compromise

While most of Powerhouse’s work is indoors, Malta’s Mediterranean climate often calls for outdoor events. “In Malta, we tend to have a lot of outside events during May to September—gala



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parties, for instance,” Vella explains. “We can have a lot of dust but also a lot of humidity. If the need arises, it’s nice to know we can use them outside.”

The PARAGON’s IP54 rating offers valuable environmental protection without the added weight of higher IP classifications. “IP54 allows the fixture to be lighter than IP65 or IP68 fixtures. I think it’s a good compromise,” he adds.

The fixture’s interchangeable lens system also provides future-proof flexibility. “We chose the standard lens, but it’s good to know that when we have a client with specific needs, we have the option. The same with our KL PARs and its various replaceable lenses.”

Proven Performance and Future Growth

The new PARAGON fixtures were deployed for the first time in January at a corporate event in collaboration with AV Alliance member VA 361° Productions, where 24 units were used. “The lighting designer was happy with them,” Vella reports.

Powerhouse is also currently working on an installation for a global hotel chain opening soon in Malta and anticipates further integration of Elation solutions. Looking ahead, the company is exploring additional fixture categories, and lighting control solutions from [Obsidian](#).

“We’re happy with the product, and we’re happy with the response that we have received from the Elation team,” Vella concludes. “We value our partnership and are glad to promote the Elation brand in Malta.”

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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