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10-Jan-2025

Peter E. Schmitt Co. New Elation Rep in the Northeastern USA, Including the Influential New York City Area and New England

James Suit joins PES to oversee entire Elation territory

Elation is pleased to announce that Peter E. Schmitt Co. (PES), a leading independent rep firm in the entertainment technology industry, has been named the new representative of Elation products in the Northeastern USA, including the influential New York City area and New England. The partnership includes the Obsidian Control Systems and Magmatic atmospheric effects lines.

Located in northern New Jersey just west of New York City, PES delivers top-quality lighting solutions to a wide array of clients. Operational since 1926, and now in its 4th generation of ownership, PES is not only well-established but also one of the most respected in the Northeast, known for its commitment to innovation and customer satisfaction. The company has served as a representative for the Elation brands since December 1, 2024.

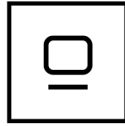


Dedicated hire

To support the new partnership, PES is excited to announce the hiring of James Suit as Sales Manager – Lighting, a key addition that will be instrumental in enhancing their ability to serve Elation’s discerning customers. With over two decades of experience in entertainment and architectural lighting, James brings a wealth of technical expertise and a proven track record of customer-centric service to his new role. He will be responsible for overseeing the entire PES Elation territory.

James began his new position on January 2, 2025, and his hiring is expected to have a significant impact on PES’s continued growth and success in representing Elation’s cutting-edge lighting solutions. Over the course of his career, James has held positions ranging from lighting technician to sales manager, where he built a reputation for putting clients first and thoroughly understanding their needs. With a deep understanding of both the technical and creative sides of the industry, his proficiency and ability to communicate complex concepts have allowed him to forge lasting relationships with designers, manufacturers, and production companies across the lighting industry.

Frank Conway, Vice President at PES, expressed excitement about James’s hiring, emphasizing that PES is poised to provide exceptional support and service across the entire Elation product line. “We are proud to represent Elation’s innovative lighting solutions for entertainment and architectural applications and are thrilled to have James join the PES team,” stated Frank Conway,



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Vice President at PES. “His deep industry knowledge and client-first approach align perfectly with our values and mission at PES. James’s experience and passion for lighting make him a perfect fit to support the Elation territory and continue our tradition of building strong, lasting relationships with our clients. We look forward to seeing the positive impact he’ll have on both PES and the entire Elation community.”

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About Elation

At Elation, we represent the elite in the lighting industry. We design and manufacture a comprehensive range of best-in-class entertainment lighting products valued by production/rental houses and lighting designers worldwide. Our dedication to extraordinary quality and creative solutions has established us as the go-to choice for professionals. With a storied legacy of brilliance, our influence extends from iconic stages to cutting-edge studios across the globe. We also offer an advanced line of lighting control products through Obsidian Control Systems, and a full range of dependable specialty effects called Magmatic. We invite you to take a closer look at elation.global, www.elationlighting.com

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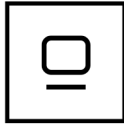
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