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Elation Gear Purchase Helps Primetime in The Netherlands Rise from the Ashes

On August 8, 2015, Dutch rental company Primetime Eventtechniek + Inrichting, based in Cuijk, The Netherlands, lost everything in a major fire that reduced their building and everything in it to ashes. Devastated yet undeterred by the major setback, Primetime owner Patrick Michiels vowed to rebuild and wasted no time getting the company back on its feet with an admirable “full speed ahead” attitude and the recent acquisition of an Elation Professional lighting package.

Primetime (www.primetime.nl) is a one-stop-shop for events of all types - corporate or private – and replacing its entertainment technology equipment was a priority. For years, Primetime has been a regular customer of Elation partner Fritz-Events (www.fritz-events.nl) whose owner, Fritz Abrahams, wanted to help Patrick achieve his objective of getting back on his feet as soon as possible.



After a comparison with various other lighting brands and a visit to the Elation showroom in Kerkrade to see a host of Elation products first hand, Primetime chose a new Elation lighting package of 35 Volt Q5™ rechargeable uplights, 12 Platinum Profile LED™ moving heads with framing shutters, 12 Rayzor Q12 Zoom™ moving head LED wash lights, 8 compact Rayzor Q7™ moving head LED wash lights, 2 Protron 3K™ LED strobes, 4 Cuepix Blinder WW2™ white light blinders, 6 WW Profile™ ellipsoidal spots, 8 white light ELED Fresnel 150s™ and dimmers.

"When your company has been totally destroyed by a fire, it can be difficult to keep the faith," stated Fritz Abrahams. "But it can also be an opportunity to do things completely different than before! That's exactly why Patrick and his employees at Primetime did several comparisons in our showroom in Cuijk. Elation's Bert Schmeits then invited us to come to Kerkrade to see some of the other interesting Elation products and after that we asked for some demo spots and that was no problem at all. Then, only 48 hours after Primetime made the choice to go with Elation, I delivered the



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products myself. Many thanks to Primetime and to Bert for his professionalism and fast communication. In cases like this, switching quickly and fast delivery are essential!"

Elation equipment:

36 x Volt Q5E™

12 x Platinum Profile LED™

12 x Rayzor Q12 Zoom™

8 x Rayzor Q7™

6 x WW Profile™

8 x ELED Fresnel 150

2 x Protron 3K

4 x CuePix Blinder WW2

2 x EWDMXII-IP

Photo: Primetime owner Patrick Michiels (l) with Fritz-Events owner Fritz Abrahams

About Elation Professional

Elation Professional is one of the world's leading lighting and visual solutions providers and is the global brand of Elation Lighting. Founded in 1992 and headquartered in Los Angeles, with European sales, distribution and support based in The Netherlands, Elation designs and manufactures a comprehensive range of innovative yet affordable lighting and video products that are distributed through a global network of dealers and distributors. Made up of a spirited team of dedicated personnel, Elation is setting new efficiency and performance standards in Platinum lamp and LED technology and is acknowledged for a comprehensive commitment to Total Support. As a company in expansion with a presence in a growing variety of market segments, chances are you've experienced Elation lighting at a concert, special event, TV, theater, late night venue, House of Worship, theme park, cruise ship, exhibition, architectural space or elsewhere. For more information, please visit www.elationlighting.com

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