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Technical Arts Group (TAG) gear up for busy summer season with new Elation lighting

New York and Miami-based production and rental company Technical Arts Group (TAG) has added a large number of Elation Professional luminaires to its growing inventory of rental gear, a lighting package that will service events throughout what is gearing up to be a busy summer season.



TAG (taglive.com) was formed in January 2021 in the wake of COVID when KM Productions joined forces with AVS Production Group and Quality Audio Visual to create a new brand and client experience. Providing quality production services and equipment rentals for live events – from headlining tours and large corporate events to smaller events and private parties – TAG services the entire USA, as well as international destinations.

Seeking to support clients while shoring up its lighting rental fleet as the entertainment industry continues its strong comeback, TAG looked to Elation's broad product line of innovative lighting, including its industry-leading IP-rated luminaires.

“We needed reliability so we went with Elation,” states TAG’s CRO, Kevin Mignone. “They have great products that hold up well through events and we work with a great sales rep as well in Healy Sales. Scott Jolliffe at Healy has always been easy to work with and is quick to help us with any need or project. They helped us lock in the gear we needed with the timing it needed to happen.”

Additions to the TAG inventory include Elation’s groundbreaking IP65 multi-functional [Proteus Hybrid™](#) moving head, along with the weatherproof [Paladin Panel™](#), a versatile LED flood and effect light that functions as a wash light, blinder, strobe or large-face eye-candy light. Filling out TAG’s new IP65 offerings is the [DTW Blinder 350 IP™](#), a variable white LED 2-lite blinder.

Other additions include the [Rayzor 760™](#) LED wash/beam light with continuous pan/tilt and Elation’s exclusive SparkLED™ technology, along with [DTW Bar 1000™](#) variable white LED battens. TAG has been stocking Elation gear for the past six years and the new units add to



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other Elation Proteus, Paladin, and DTW units already in inventory. The new Elation gear will see service on a host of projects this summer including concerts, festivals and outdoor venue installations.

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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