

FOR IMMEDIATE RELEASE

09-Jan-2023

XLR appointed new Elation Professional distributor for Belgium and Luxembourg

Elation Professional is pleased to announce that AV equipment supplier XLR has been appointed the exclusive distributor for Elation Professional lighting products in Belgium and Luxembourg. The distribution partnership went into effect on January 1, 2023.



Pictured (l to r): Louis Lukusa (Owner, XLR), Bert Schmeits (Key Account Manager/Benelux, Elation), Jan De Brucker (Owner, XLR)

Located in Brussels, XLR delivers innovative pro-AV equipment to theatres, recording studios, broadcasters, system integrators, rental companies & commercial and residential buildings across the region. Company owners Louis Lukusa and Jan De Brucker have been in the business for more than 30 years and have operated XLR for the past 10 years, providing full-service solutions from consultation to installation and after-service support.

Elation's broad line of lighting products will have application across all of XLR's markets and will complement well the company's portfolio of top brand audio products. "Elation offers a wide range of innovative, well-manufactured products and has emerged as one of the top brands on the market," stated Jan De Brucker, who also serves as General Manager at XLR.



www.ElationLighting.com

FOR IMMEDIATE RELEASE IMMEDIATE RELEASE

“Especially in a market such as theatre which requires very reliable, professional lighting, a market where we are quite strong, Elation is a leader and will be a real complement to our high-end audio brands. We experience that customers are open to the Elation brand and we are confident that this dedicated distributor agreement, which allows us to push the Elation brand every day across our markets, will be beneficial to both XLR and Elation.”

XLR

Rue J. Bruyndonckxstraat 72
1780 Wommel
Belgium
+32 2 520 08 27
info@xlrpro.eu
www.xlrpro.eu

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

For more information, contact:

Elation Professional US

6122 S. Eastern Avenue
Los Angeles, CA 90040
USA
Tel: (866) 245-6726 (toll free)
Tel: (323) 582-3322
sales@elationlighting.com
www.elationlighting.com

Elation Professional EU

Junostraat 2.
6468 EW Kerkrade
The Netherlands
Tel: +31 (0)45 546 85 66
info@elationlighting.eu
www.elationlighting.eu



www.ElationLighting.com

FOR IMMEDIATE RELEASE IMMEDIATE RELEASE

Elation Professional Mexico

Av Santa Ana 30,
Parque Industrial Lerma,
Lerma, Mexico 52000
Tel: +011 52 728 282 7070
ventas@elationlighting.com
www.elationlighting.com