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Robe Announces Exclusive UAE Distributor

Robe Lighting announces that Dubai-based GSL will be its exclusive distributor for the UAE and Iran.

Robe Lighting announces that Dubai-based GSL will be its exclusive distributor for the UAE and Iran. "*We are choosing to work with them because they are a fast growing company and highly proactive in a diversity of markets,*" says Elie Battah, Robe's Regional Sales Manager.

GSL has already been working with Robe for more than 1 year, and has an excellent reputation and client base encompassing all market areas, and including installers, consultants, project managers, specifiers and rental companies.

GSL is an independent company, owned and run by Fouad (President) and Faegh (MD) Fowzi. They distribute a carefully selected range of leading audio, AV and lighting products.

Photo caption: Faegh Fowzi (MD GSL), Elie Battah (Robe Regional Sales Manager), Stacey Lewis (Sales & Marketing Manager, GSL)

They explained that they were looking for an innovative, good quality, well-engineered moving and digital lighting brand to have onboard, offering a wide range of products at the right prices for both rental and installation markets. In Dubai both markets are extremely buoyant and expanding rapidly, while Iran is emerging as an important potential install market. Having the Anolis LED range onboard is also seen as a great asset on the installation front.

"*Being the sole representative for Robe in these territories will be a great opportunity for us and for Robe and we look forward to penetrating new sectors and carving out a healthy market share for Robe,*" confirms Fouad Fowzi, who adds that in addition to being able to be highly competitive, they will benefit from the full backing of Robe's highly efficient marketing machine. "Robe is very much the brand that we want to work with," he concludes.

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