

CANADA/BUSINESS

**OPTIKINETICS AND AEROMETALS FORM TRILITE STRUCTURAL**

Optikinetics Limited England and Aerometals Inc. Canada have announced the formation of Trilite Structural Systems Incorporated in Canada. "This has proven to be an exciting partnership", according to Ken Lindsay, vice-president of marketing for Trilite Structural. Formed to manufacture and distribute trilite, a modular structural system for permanent, semi-permanent, and display applications, throughout North America, Trilite Structural "has been very well received since its formation in the fall of 88," ac-

ording to Lindsay. "Customers are thrilled that trilite is now available so close to home." The president of the new venture is Phil Brunker.

Trilite Structural was born out of the need to more cost effectively serve the North American market. Optikinetics had been supplying North America with trilite but, according to Neil Rice, chairman and export sales director of Optikinetics, "the high cost of transportation across the Atlantic prohibited effective penetration into North America." Aerometals, manu-

facturer of lightweight products out of Ontario for the past forty years, proved to be capable of doing the manufacturing and marketing of trilite. The U.S. entertainment distribution is through Elektralite of Farmingdale, New York.

Optikinetics has been so pleased with the early results of Trilite Structural Systems Inc. that they are planning on forming Trilite ventures with local manufacturers in Australia and the Far East.

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■ In the next issue:

A profile of British lighting company, Celco; *M. Butterfly* is relit for the West End; a tour through Warsaw's theatre community; a look at Tokyo's new Globe Theatre.

● *Dans le prochain numéro: Un profil de la société britannique d'éclairage, Celco; le nouvel éclairage pour M. Butterfly dans le West End de Londres; Une visite guidée parmi le monde théâtral de Varsovie; un regard sur le nouveau Globe Théâtre à Tokyo.*

▼ In der nächsten Ausgabe: Ein Profil der englischen Beleuchtungsfirma Celco; die neue Beleuchtung für Broadway *M. Butterfly* am West End; eine Tour durch die Warschauer Theatre und ein Blick auf das neue Globe Theatre in Tokyo.

UK/BUSINESS

**THE CANTATA & THE GALAXY GO TO NORTH AMERICA**

Strand Lighting has introduced the Cantata family of 1,000 watt, 120 volt variable focus luminaires, and the Galaxy control console into North America.

"The decision to introduce the Cantata in North America was primarily driven by our understanding of market need and an analysis of the Cantata indicating the product fulfills this need," stated vice-president of marketing, Greg Zebrowski.

"The introduction of the Galaxy control console into North America is primarily tied to the decision to offer our new PALS (Precision Automated Luminaire System) product line to the market. The Galaxy console offers full capability in light level control as well as motion control in a single console, making Galaxy an essential component

for installations requiring a truly integrated approach to lighting control."

While it has not been necessary to modify the Galaxy console for the North American market, the Cantata was modified in a variety of ways, ranging from minor adjustments to allow use of North American sized accessories to major changes such as redesign of the lamp housing to accommodate an axially mounted lamp as opposed to the base down configuration standard in the UK.

With a new marketing base in North America, Strand is leaving the door open for a change in manufacturing. "Both Galaxy and Cantata are currently manufactured in the UK. However, depending on a variety of factors, either of these products may also be manufac-

tured at alternate or additional sites in the future."

Strand has high hopes for these products. "Based on the very positive reactions to the Cantata and the Galaxy at both USITT and NAB, Strand Lighting North America anticipates strong sales performances. We do expect, however, the majority of Galaxy sales will be as part of PALS system sales."

This trans-Atlantic exchange is nothing new for Strand. The Action console, designed and manufactured by Strand UK, has been marketed successfully in North America and, conversely, Light Board M, which is manufactured in North America, has been successfully marketed in several Strand Lighting locations, including Strand UK, Strand Asia, Strand Australia, and Strand Canada.

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