

■ "If it ain't Celco, it ain't rock 'n' roll," is the Celco claim. Among their clients are Joe Jackson (1, 1983 world tour), Eric Clapton, and Prince. Marketing director Keith Dale (2, left, with sales director Colin Whittaker) was the lighting designer for Jackson before merging his company, Celestial Lighting, with EFS Ltd., to form Celco.

● *"Si c'est pas du Celco, c'est pas du rock 'n' roll," voilà le slogan de Celco. Parmi leur clientèle, on peut Joe Jackson (1, Tournée Mondiale 83) Eric Clapton and Prince. Le directeur du Marketing Keith Dale (2, à gauche, avec le directeur des ventes Colin Whittaker) a été l'éclairagiste pour Joe Jackson avant de fusionner sa société, Celestial Lighting, avec EFS Ltd., qui ont donné naissance à Celco.*

▼ "If it ain't Celco, it ain't rock 'n' roll," behauptet Celco. Zu den Kunden gehören Joe Jackson (1, 1983 world tour), Eric Clapton und Prince. Der marketing director Keith Dale (2, links, mit Verkaufsdirektor Colin Whittaker) war, bevor er seine Firma Celestial Lighting mit EFS Ltd., zusammenlegte und Celco formte, der lighting designer für Jackson.

from Switzerland. Reiman, who speaks French and German, will serve as export coordinator and will travel for the company.

"We use top-notch materials," confirms Dale, indicating the natural oak trim on the Celco Gold board, "and the better a board is made, the better its resale value." Dale is aware of the large investment made to buy a board, and although the boards are updated the models do not change very often. "We often sell a board by selling the idea to a designer, who then specifies it to his rental company, who then buys it." In fact, 70% of Celco's sales are to rental companies, while the other 30% go to television studios, discos, cruise liners, such as the QE2, and a small percentage to designers themselves.

Celco boards have also been used for industrial shows, including those for British Airways, IBM, Renault, Porsche, and Volvo. Their products are in use at the Dome in Birmingham, the largest of the midlands discos, Disneyworld in Florida, and will go into the new Birmingham International Convention Center. Claiming "If it ain't Celco, it ain't rock 'n' roll," the Celco roster of rock shows includes Eric Clapton, Rod Stewart, Whitney Houston, Diana Ross, and David Bowie. The spring world tour of Frank Sinatra, Sammy Davis, Jr., and Liza Minnelli traveled with the Celco Gold control board and the equipment of French keyboard player Jean-Michel Jarre's performance at London's Royal Victoria docks was controlled by a Celco Series 2 Gold. At the Sport Aid concert in Hillsborough, the same board controlled 242 Par 64's, 200 ACL's, 20 CCT projects and 8 Iris 4's. Designer Roy Bennett took his two Celco Golds to Japan

for the Prince tour.

Japan is actually one of the biggest single markets for Celco, which sells 9% of its products through H. Ito & Company Ltd. and Technical Supply Japan Co. Ltd. "We may have new competition in Japan," says Dale ironically. "A Japanese rental company gave two Celco boards to Panasonic, and they have built a clone. But the lighting market is probably too small for them to seriously consider."

The other 91% of Celco sales includes 64% in the United Kingdom and throughout Europe, 22% to North and Central America, and 5% for Australia and the rest of the Far East. Celco does not sell to South Africa. In the United States, Mexico, and Canada, Celco sales are handled by Celco, Inc., the American distributor. "Celco Inc. is the only distributor we let use our name, and we have a special relationship with them because America is such a big market," says Dale, "but there are no financial ties." Celco Inc. was once owned by Cerebrum Lighting, and is currently owned by Klark Teknik PLC. This explains the prevailing rumour that Cerebrum owns a piece of Celco.

As of 1 April 1989, the international network of distributors which sells Celco products has been buying directly from Celco. "Until 1989 we were only manufacturers," explains Dale, "but now we have eliminated the middle man." The middle man in this case was Cerebrum, which acted as the sole worldwide distributor for Celco until last April. They will now serve as one of two distributors for Celco products in the United Kingdom, while Celco will sell directly to the distributors around the world. "Until now we preferred to concentrate on design and



1



2