

STRAND ANNOUNCES 'EURO SYSTEM'

Strand has joined forces with its Main Distributor network throughout Europe to launch a new pricing package on a selected range of luminaires, controls and dimmers. Called 'Euro System', the range of products represents a complete system for the smaller-scale performance spaces.

The products, which include the popular Quartet range of 650W spotlights, LX 2-preset manual desks, MX manual with memory desks, M24 memory systems and Act 2, Act 6 and Permuss dimmers, have been included to provide a choice for a complete lighting system for schools and amateur theatres at highly competitive prices.

All products are available individually, or in special packages prepared by the local distributor.

Introductory leaflets in fourteen European languages have been mailed and inserted in journals to reach over 150,000 people. The campaign is supported by colourful posters, stickers and 'Euro System' polythene bags. Strand is supporting the distributors by supplying these products on a new pricing base to enable them to offer special promotions, and to pass on savings to their customers. Full details and advice on selecting the system to suit all applications and budgets are available from Strand Main Distributors listed on page 18. ☺



NEW PORTABLE LIGHTING FOR PROFESSIONALS



Strand's new range of lightweight, easy to handle, go anywhere daylight lights provides all the components needed for a tailor-made portable kit.

Specifically designed for news reporting and cinematography, the 'Reporterlight' range offers high output 125W or 200W daylight sources (five times brighter than equivalent rated tungsten sources), 5600K colour temperature, battery or line powered operation, lightweight flicker-free electronic ballasts, and an extensive range of components and ready to use kits. Tungsten versions are also available in the same range. ☺

STRAND'S SUCCESS IN TV CONTINUES

In the midst of gloomy reports of the effects of a world-wide recession, Strand is maintaining its position as the number one studio lighting equipment supplier by winning fourteen contracts in recent months valued in excess of £3m

Egyptian TV has installed Gemini and MX controls, EC90 dimmers plus Quartzcolor studio luminaires in five studios. In Africa, Gemini desks, EC90 dimming, studio luminaires, and Strand self-climbing hoists have been chosen for four new TV studios.

Ulster TV have awarded Strand the contract for hoists and EC90 dimmers for their new studio.

Central TV have installed three new Galaxy Nova memory controls

in their Nottingham studios.

A combination of MX desk and Premiere® control, EC90 dimming, LightRig and luminaires has been chosen by Carlton for their new London News Network studio, and London Weekend Television have upgraded their G.M.T.V facility with EC90 dimmers.

In Portugal, the Berna Cinema Television facility has MX and EC90 dimmers, Strand's new track and barrel studio suspension plus Quartzcolor luminaires. Also in Portugal, NBP Television has been equipped with a Lightboard® M control, EC90 dimmers, and Quartzcolor luminaires.

Sabah TV in Turkey are soon to take delivery of their EC90 dimmers, MX control, LightRig and

studio luminaires and Scottish Television is equipping its studios A, C and Gateway with a selection of Galaxy Nova and Gemini controls, EC90 dimmers and Quartzcolor luminaires. ☺

PETER RADMORE

It is with great sadness that we record the untimely death of Peter Radmore, on August 14th, who was Technical Manager of the National Theatre, London. Many of us at Strand had worked with Peter from the earliest days of the National Theatre, and his immense knowledge, professionalism and enthusiasm will be greatly missed.

STRAND LIGHTING - BSI REGISTERED FIRM

Strand Lighting is proud to announce its registration to BS 5750: Part 1: 1987, EN29001-1987 and ISO 9001-1987.

The British Standards Institution Quality Assurance Director has granted Strand Lighting a Certificate of

Registration permitting the company to be listed in the BSI Register of Firms of Assessed capability. This registration is in the "Standard Industrial Classification" and is cited for the "Design and Manufacture of TV Studio, Theatre and Architectural Lighting and Control Equipment".

The scope of the registration also extends to our West London location at Isleworth in Middlesex. Strand regards this achievement as a very important recognition of its commitment to quality throughout its design and manufacturing process. The company also is pleased to have achieved approval

to a standard of quality that is not only recognised in Great Britain but increasingly in its important overseas markets.

The BSI advises that, "the primary objective of accreditation is to help industry to first improve and then demonstrate its quality capability. A distinctive national mark - the tick - is awarded by the Secretary of State to bodies who successfully achieve accreditation. The National Accreditation Mark will provide firms with a clear and public demonstration that their quality management systems have been certified by a competent and impartial certification body." ☺