

## NEW STRAND CATALOGUE

**S**trand's new 52-page colour catalogue is a departure from the Strandbook idea of the past few years. Although the Strandbook concept of mixing product information with educational material was universally praised, a new style was needed to reflect the current range and market conditions.

Each product in the main Strand range is sorted by group and application; starting with luminaires for stage and architecture, and moving through studio and film luminaires to suspension, controls and dimmers. A representative photograph of the products listed takes the eye to the relevant area of the page where the main points of the range are explained, including the typical use of the product.

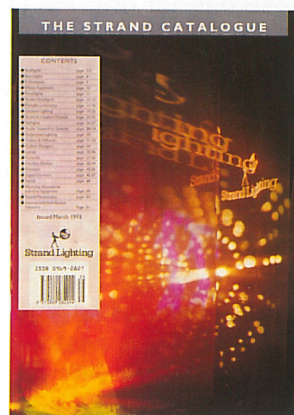
The individual items are then described to identify precisely what is supplied when the catalogue number is ordered. To help in comparing similar products, there is a 'thumbnail' data sheet section with graphic symbols to list the main performance criteria, size, weights and dimensions.

The cost of publishing and posting the previous *Strandbook* meant that the number of copies in use was limited. The new catalogue, printed on lighter paper stock, allows for copies to be distributed freely. In fact, nearly 14,000 were included in UK trade magazines the week after publication. German, French and Italian editions are now in preparation.

New in the catalogue are LD90 digital dimmers, additional colours

in the filters range, and the 20,000W Draco Fresnel for film location lighting, but many readers will notice other products which haven't been publicised before.

A registration form is included to ensure that we can update the reader with new editions of the catalogue, and with the latest edition of *Lights!*, of course!



## NEW DISTRIBUTOR IN HOLLAND

**S**trand has appointed Barndoor bv. as its new Dutch distributor. The new company, formed by Fred Angel (centre), Huib Snijders, and Enrico Daamen (right) joined the Strand network on 1st December last year.

"We intend to make our mark in the business by offering something different," says Fred Angel. "Twenty-four hour service, detailed knowledge of our products, and a large stock to ensure fast delivery. When customers place orders they want the goods the next day. That is the service we aim to provide."

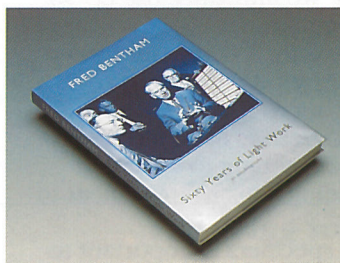
## FRED'S AWARD



**F**red Bentham has been presented with the CIBSE Lighting Division Award 1993 for long-time service to the lighting community. The presentation was made by CIBSE President David Lush at the Lighting Division lunch on May 19.

Fred's story of a lifetime of service to Strand and the world of entertainment lighting is told in his autobiography, *Sixty Years of*

*Light Work*, which is available direct from Strand Lighting using the attached order card.



## MAMMOTH LIGHTING IN WALES

**L**ight Relief, Strand's Cardiff-based Distributor, brought this Mammoth back to life with Strand Prelude spotlights and Coda cyclights when they lit a temporary exhibition at the National Museum of Wales.

## LIGHTING FORUM'S NEW PRESIDENT



**E**dward Pagett, Strand's Architectural Business Development Manager has been elected President of the Lighting Forum.

The Lighting Forum was set up in 1985 by lighting consultants who believed lighting design was now a profession in itself and not a division of electrical, architectural or interior design. They felt an association was needed to act as a stable centre, as a reference by

which different sectors of the lighting trade could relate to each other, and as a consistent oracle with regards to ethics, aspirations and standards.

In July 1991 the Lighting Forum widened its potential contributors to include manufacturers, engineers, artists, academics and other related professionals. It is now establishing itself as a useful platform for developing a mutual understanding between the various lighting disciplines.

Monthly Lighting Forum events include presentations covering a wide range of topical subjects or site visits to review particular lighting schemes.

The annual membership subscription is £50 which includes a Membership Pack and quarterly newsletter plus advance notice of the year's events. Anyone interested in becoming a member should contact the Membership Co-ordinator Alison Smith on 081-997 2420.