

1994 SPRING COLLECTION



Pictured are (Left) David Cusworth (UK Field Sales Manager) and Ivan Myles (European Distributor Sales Manager) at the Stage Lighting Centre - Dublin, Strand's Eire Distributor

With so many new and exciting products introduced each year, telling our customers about them is no mean task. Exhibitions provides an important opportunity to communicate, and this year Strand is attending 22 exhibitions and trade shows* world-wide, of which 6 are in the UK. But noisy bustling exhibition stands are not conducive to learning about the finer points of the most advanced lighting control technology.

Strand's UK Field Sales Manager, David Cusworth told *Lights!* that "We were really looking for a break with tradition, an opportunity to present significant products in far greater detail, to a larger audience, than is usually possible at an exhibition".

So in March, David and his team hit the road with the "1994 Spring Collection" bringing the latest theatrical, architectural and studio

products to an invited audience hosted by the Strand Distributors around the UK.

The format chosen included three scheduled 45 minute presentations a day, with the theme of the 'Strand Digital Theatre'. Products included an update on the LD90™ Digital Dimmer with System Wide Control™ and Outlook™, the new GSX™ console with its innovative software packages Genius™, Kaleidoscope™ and Communiqué™, ACT6+™ and the new Leko®.

"We visited 14 Distributors on the tour, and presented to over 1400 people ranging from contractors to theatre consultants - it was very beneficial for all concerned. To illustrate the pace at which products appear, half way through the tour a new console called LBX was announced (see feature page 14-15) so we took it with us on the remainder of the tour!"

STREAMLINING SERVICES TO FRANCE

For over two months now customers in France will have benefited from Strand's move to direct distribution through our specialist French distributors.

Our distributors in France - Eclalux, Panatechnic and Z Professionnel - offer specialist skills and services to meet local needs, while enjoying the technical support and experience of the wider Strand organisation. Based in Paris, Marseilles and Bordeaux respectively, these distributors supply the local customer support which continues to be a key part of Strand's philosophy of expanding the partnership

between manufacturer and supplier.

As links with Britain's nearest neighbour are strengthened through common membership of the European trading community and land connection by the Channel Tunnel, Strand has taken the opportunity to integrate direct deliveries to distributors within our logistics programme. A direct telephone line with French speaking customer services support within the Isleworth sales operation is available for our French dealers and customers. In view of these changes the Strand office previously based in Paris has been closed.

STRAND'S 80TH CELEBRATED IN "LIGHTING AND SOUND INTERNATIONAL"

Regular readers of *Lighting and Sound International* could not have failed to notice the special feature celebrating Strand's 80 years in the business. The May 1994 edition of the magazine turned its front cover over to a specially-commissioned colour reproduction of the Golden Jubilee TABS of thirty years before. The image, originally created for the first edition of *TABS* in 1937, is reproduced again on the front cover of this edition of *Lights!*

Strand's 16-page feature article included interviews with Managing Director Chris Waldron and members of the UK trading company, comments from a selection of Strand's extensive European distributorship, and details of some recent projects. If you missed this important feature edition, please contact *Lighting and Sound International*



Lighting and Sound International. Strand's 80 years.

on 0323 642639 for subscription details. A reprint of the feature is also available direct from Strand - see the reply card again for details.

STRAND'S NEW INTERNATIONAL CATALOGUE

A little over a year since *The Strand Catalogue* made its UK debut in a new direct mail format, a new edition, launched in May, extended the readership worldwide.

In addition to Strand's own generic English language version, many Main Distributors joined the promotional scheme to have their own customised copies printed.

In America, *The Strand Catalog*, released in November last year, ran to 100,000 copies with USA, Canadian and Latin American

editions. This latest UK edition takes the combined global print run to well in excess of a quarter of a million copies.

The new *Strand Catalogue* includes more pages and more products than before. Over twenty new products are described, covering all applications of lighting; theatre and location spotlights, controls, software, digital dimmers, suspension equipment and architectural controls and dimmers.

We made a commitment that nobody in the entertainment and architectural lighting field would fail to have a copy of *The Strand Catalogue*. To this end, they are being distributed through magazine inserts, by direct mail, through contact with a Main Distributor, and at exhibitions. If you don't have a catalogue, let us know; if you find yourself with more than one copy, please pass it on!

