

To service this complex international industry requires a company that thinks globally, and responds locally. Such a company is Strand Lighting.

A member of The Rank Organisation plc, Strand has a long history, over 80 years, of providing the entertainment industry with quality lighting products. History is all very well, but today's customer has to be satisfied with products and service that will endure well into the next century.

Over the past few years Strand Lighting has been working hard, welding together a professional lighting team to accomplish the task. It is comprised of the best people in the industry, coming from many different countries. They speak many different languages and represent many skills, but they have one thing in common, a dedication to the art of lighting, in the many forms it now takes. They are qualified to talk at the highest levels, discuss the biggest projects, yet are perfectly at home in a small theatre or remote television studio, offering advice and product ideas to people who also have high expectations of their production equipment.

Strand Lighting comprises three trading divisions, headquartered in the United Kingdom, North America and Asia. It is a geographical division only. Throughout the 120 and 230 volt markets the company's sales offices work together to supply customers with the product that will best do the job. It is the rule, rather than the exception.

The United Kingdom is responsible for Europe, including the emerging democracies of Eastern Europe, the former Soviet Union, India, Pakistan, the Middle & Near East, as well as the continent of Africa. Sales offices are maintained in London, Sweden, Germany, Italy and Belgium. Distributors and agents located in 38 countries ensure that the company's expertise, products, and services are readily available.

The story is similar in North America. Offices in Los Angeles, New York and Toronto, together with a strong network of representatives and dealers, provides total coverage for the United States and Canada. The Los Angeles office has also developed excellent relations with Mexico, Central and South America. A further network of dealers and representatives has been built up to serve these important markets.

The third member of the Strand family is the Hong Kong sales office, here the territory is vast and varied. The countries of the Pacific Rim, South-east Asia and Australia & New Zealand provide an exciting challenge to the company's lighting



(Left) Automatic preparation and electrostatic powdercoat paint spray process plant. Occupies approximately 5000 sq.ft.

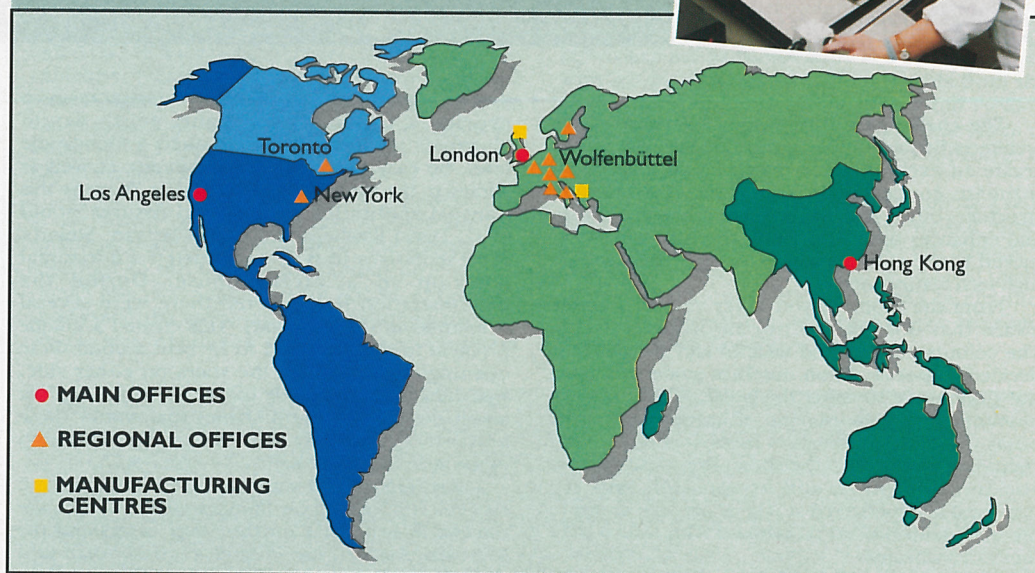
(Below) Operator using "Dynoscope" 360° high power inspection machine.

professionals. Again established agents and distributors ensure customers enjoy easy access to Strand's product range and services.

Manufacturing for this demanding and discerning international market is provided by three facilities. In Kirkcaldy, Scotland, the established plant has been supplemented with the investment of £2 million in a new 40,000 sq.ft. warehousing and distribution plant at nearby Lochgelly. The expansion has increased overall production of theatrical luminaires, dimming and control systems for the world markets by over 50%.



a world of lighting and much more...



*The world is "a very small place".
We are increasingly aware of, and influenced by,
events which happen many thousands of miles
away. Nowhere is this more evident than in the
world of arts and entertainment.
Film, television and live theatre are no longer
isolated art forms. Each acknowledges the
techniques of the other and uses them. Performers
and technicians are hungry to exchange and
absorb new ideas and techniques.*

Five years ago the company commissioned a modern factory to replace the fragmented production facility which it had inherited in Rome. Today this facility continues to manufacture the world famous Quartzcolor range of tungsten and HMI studio and location lighting fixtures, as well as studio rigging.

In support of this entire operation a team of research and development engineers keeps Strand Lighting at the cutting edge of technology. From their bases at Isleworth, close by