



# ELEKTRALITE

division of group one

press release

# epr 010405 **Elektralite's CP20 Inspires Dealers at Frankfurt Music Fair**

## For Immediate Release

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Elektralite, a division of Group One Limited, displayed their range of lighting controllers at the Frankfurt Music Fair on stands 5.0 C90 (RST) and 5.0 B30 (Focus Showtechnic).

Receiving special praise from end users and dealers alike was the new CP20xt, a product with a feature set and build quality generally associated with controllers three times the price.

Excited with the reaction to the latest product development, a jubilant Keith Dale, Elektralite's International Sales and Marketing Manager said "We had high expectations for the CP20xt because it was designed to surpass the exacting requirements of the US market. We also spent a not insignificant amount of time, effort and money to ensure that we delivered the product in a package that exceeded the current standards for build quality and styling". Remarked Norman Wright, Elektralite Vice President "It has been a fantastic Fair for us and well worth the effort. We were able to confirm the appointment of several new dealers on the strength of our product range and expect to announce more positive news in the very near future".

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