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## MINUIT Une signs exclusive distribution deal with Fairlight for the Benelux region

The worldwide expansion for Minuit Une becomes more and more reality. The global AV market is starting to see the enormous potential of this groundbreaking new lighting technology. Hereby we proudly communicate the appointment of Fairlight as the Benelux exclusive distributor for Minuit Une range of products. Fairlight has a proven track record in the Benelux for being a reliable and technically skilled distributor, providing adequate support and able to create this extra added value a brand needs to intrude the market.

### **Michel Arntz, Managing Director of Fairlight states:**

“When we read the first reports about Minuit Une and saw the first videos, we were immediately impressed by the many possibilities that this technology offers. It is really something completely different. After getting acquainted with the Minuit Une team and getting to know their passion and drive, getting to know the product, we were pretty quick to see that this would be a nice addition to our portfolio. We are proud to receive everyone in our extensive showroom and to show Minuit Une next to all the brands that we already represent. We are looking forward to working with this beautiful product and the Minuit Une team.”

### **Michael Staffopoulos, Export Manager for Minuit Une, adds:**

“Having known Michel for some years now, he was one of the first to contact us to talk about a possible partnership. Quite soon it became obvious Michel and his talented team would be the right choice. They were excited about the brand, did some thorough market research and have proven to be an excellent partner for professional A brands in the Benelux. We are convinced that Fairlight will spread the right message for Minuit Une. Having a fixed and large demo set up of our fixtures at their premises in Bommel, gives us the confidence all the tools are there to show the Benelux AV industry what Minuit Une is all about.”

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