

INTRODUCTION SCHEDULE

Consumer launch **3rd April 2017**

ROTALUX NEWS

NEW ROTALUX SPEEDRING

The new strengthened Rotalux speedring ensures that the mechanical moveable parts will withstand hard work stress, when bigger sized octagonal Rotaluxes are assembled and disassembled day by day.

SPEEDRING WITH COLOUR CODING

Now just one Elinchrom speedring to build 11 Rotalux shapes. The blue and red colour marks will indicate and help how to setup square / recta and strip shaped Rotalux softboxes.

NEW CONFIGURATION

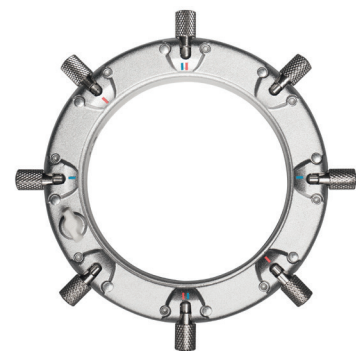
The new Rotalux configuration will not include the speed ring, which needs to be ordered separately. After researching, we found out that most of the competitive softbox brands offer the speedring separately. Their softboxes seem to have a price advantage, but adding the speedring, the end-user price is often relatively high.

LOGO

The Elinchrom logo is now the main logo whereby the Rotalux product name is printed in smaller letters. Why we did this.. Since Elinchrom offers the speedring for Bowens, Broncolor, Profoto, Hensel, Alien Bee/Balcar and Comet, we noticed that in BTS videos and other public releases the Rotalux logo is quite often nicely visible, even when used with another flash brand, but not every viewer will connect Rotalux with Elinchrom. This small change will help to build more brand awareness for Elinchrom.

PACKAGING

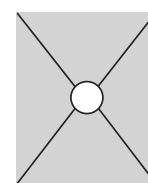
Instead of the brown carton boxes, we changed the packaging to our new fresh coloured design, which we already use for some other newer products.



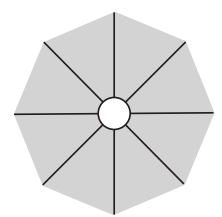
Speedring
26343



STRIP
Red marks



SQUARE
Blue marks



OCTA
All