

## Elation Opens East Coast Service Center In Partnership With Everlast Productions



**LOS ANGELES**– Lighting manufacturer Elation Professional has announced that Everlast Productions, based in Dania Beach, FL, will serve as its East Coast Service Center. The move will enable customers on the East Coast to have warranty and non-warranty authorized repairs on Elation products performed at Everlast by factory trained technicians.

“We’re confident that this association will result in better service to Elation customers on the East Coast and faster turnaround on repairs,” said Eric Loader, director of sales for Elation Professional. “Everlast is a highly regarded production company with experience in a wide range of lighting applications, and they share our strong dedication to quality and service.”

Specializing in corporate events, outdoor events, night clubs, trade shows, HOW installations, hotels, stadiums, museums and more, Everlast Productions provides comprehensive event lighting, design services and event production services. Its long list of clients includes such prestigious names as Lexus, Comcast, Bank of America, Bacardi, MTV, NASCAR and the Orange Bowl Committee.

According to Everlast president Washington Arias, his company is gearing up for its role as an Elation Service Center by opening two new offices in Tampa and Orlando, which will provide even greater convenience to customers. Service customers from these areas will be able to drop-off and pick-up Elation products at the new branch offices, and Everlast will ship them to and from its Dania Beach repair center at no charge to the client.

Everlast technicians recently spent a week at Elation’s Los Angeles facility, where they underwent a comprehensive training program on the lighting manufacturer’s products and service procedures. The company’s staff was already very familiar with many Elation lights, having used them in projects, including the new Design Wash 1400E moving head wash, which they recently added in quantity to their rental inventory.

So “sold” on the Design Wash 1400E is Everlast, that the company has produced a YouTube product demonstration on it, which can be viewed at "<http://www.youtube.com/watch?v=zxsBvk-qxds>" "<http://www.youtube.com/watch?v=zxsBvk-qxds>" <http://www.youtube.com/watch?v=zxsBvk-qxds> .

The video demonstrates “Everlast’s strong hands-on knowledge of Elation products like the Design Wash 1400E and its overall commitment to Elation,” said Loader. “We feel that this is an excellent partnership.”

After significantly upgrading its internal service/support mechanism, Elation now feels confident that it can replicate the process at outside service centers like Everlast and that it has the capability to support these facilities, Loader added. "While this is the first remote service center on line, we do have future plans to open more authorized service centers around the country, to support the growing demand for our products in the market. We also plan to launch a dealer technical training program next year, which will allow dealers to do on-site repairs for their product purchases under warranty. This is all part of Elation's strong commitment to backing our products with the highest level of customer service in the industry."

For more information, call Elation Professional toll-free at 866-245-6726 or visit [www.elationlighting.com](http://www.elationlighting.com)

More information about Everlast Productions can be obtained at [www.everlastproductions.com](http://www.everlastproductions.com)