



## **SIXTY82 PRESS RELEASE**

**For immediate release**

### **SIXTY82 SET TO BUILD INCREDIBLE THINGS**

***“From our improved load performance and high production accuracy to world-first RFID integration, we’re producing products that are both easier and more reliable to use,” Fokko Smeding, Sixty82 CEO.***

Innovators from three countries, with over 100 years of entertainment industry leadership between them, have come together to form Sixty82, a brand new company which engineers and manufactures next generation trussing and staging systems. With headquarters in Drachten, Netherlands, Sixty82 is a British, Dutch and French alliance designed specifically to bring a fresh view onto the market.

Sixty82 has a clear vision to change the way that lightweight structural systems are used, and introduces unique technology that guarantees every individual component is traceable, safe and properly engineered. The company’s driving force is passion combined with the simplicity of purpose which that engenders, to ensure Sixty82 delivers a product and a service which is unrivalled in experience, innovation and understanding.

The company founders read like a Who’s Who of industry expertise. Pioneers and visionaries, they are together responsible for countless innovations that have framed the landscape of today’s marketplace, and are pooling their combined experience in the formation of a ‘supergroup’ of trussing and staging manufacturers.

From The Netherlands:

**Fokko Smeding**

Smeding is Sixty82’s CEO, having been the founder and long-time managing director of Prolyte, which he began in 1991 in Leek in The Netherlands. Smeding brings his all-round experience of having created a global leader in the sector, as well as a passionate determination to continue introducing improvements in many new areas.



### **Marc Hendriks**

Hendriks is Sixty82's Technical Director. He joined Prolyte in the early '90s where he was responsible for many technical 'world firsts'. He is a prominent figure in a number of industry working groups and constantly dedicated to the development and innovation of safe aluminium structures. Marc brings with him a world-class knowledge of systems, processes and techniques, combined with an incisive eye for improving products and solutions.

From the UK:

### **Adrian Brooks**

Adrian Brooks founded Astralite, widely credited as the world's first aluminium modular trussing system, in 1981. Since then Brooks has been a serial entrepreneur and investor in a number of ground breaking concepts including Live Track and Digital Track trussing systems, the unique arena rehearsal facility LS-Live Studio 001, and Backstage Academy – the worlds first dedicated Live Event University Centre. He brings his broad experience to Sixty82 along with a dedication to innovation and the introduction of new concepts.

### **Lee Brooks**

Lee Brooks trained as a mechanical engineer and was previously CEO of Prolyte. He is now CEO of Production Park and bringst to Sixty82 a combination of technical and commercial understanding of the sector, alongside a flair for business strategy and marketing.

From France:

### **Xavier Drouet**

Axente CEO Xavier Drouet founded Axente in 1993 after 12 years of professional experience in trussing rental and sales. With Axente's primary role as the exclusive French distributor for Prolyte, Drouet successfully introduced and developed the Prolyte brand in France over 25 years, alongside other brands such as MA Lighting and Robe. In 2000 Drouet founded further brands, and companies including Ayrton, Oxo, and Le Parc De l'Événement. He brings a combination of entrepreneurial, technical and commercial understanding, with experience of French and worldwide distribution.

### **Jérôme Bréhard**

Axente General Manager, Jérôme Bréhard began his industry experience with French luminaire manufacturer, Robert Juliat, before joining Axente in 1997 to develop Prolyte, MA Lighting and other brands. He rapidly rose to General Manager and partner in the group. Like Drouet, Bréhard brings a combination of technical



and commercial understanding to Sixty82 along with his experience of French and worldwide distribution.

### **Alain-René Lantelme**

Alain-René Lantelme joined Axente in 1998 after 20 years experience in rental and integration roles. He also helped develop Prolyte and other brands sales at Axente. He is now Deputy General Manager of Axente, in charge of purchasing and is the 'expert of the trussing industry'.

"With Sixty82, we believe we have the right team," says Lee Brooks, "a combination of all the experience and lessons learned, with young, dynamic people to drive the future forward. We strive to develop ways of doing things better so our clients can concentrate on building incredible things."

### **Why Sixty82?**

Sixty82 has a commitment to innovation and a high attention to detail, addressing many small details that will make big differences to the user. Building on industry standard compatibility, the company's products are unique in incorporating individual Product Personality with the SixtyTAG RFID-tagging system. This will prove an invaluable resource for riggers and rental companies alike by allowing component level track-and-trace out of the box. Product Personality means that every part can be traced back to exact manufacturing data, and that supplementary technical and user information – and even a 'Build in AR' 3D render to aid fast and efficient logistical handling - can be accessed instantly on site using the SixtyAp.

Sixty82 products are renowned for their high quality and safety, with key personnel having been involved in the development of European safety standards since the turn of the century, and with all products independently assessed and approved. Sixty82 products have improved load performance and high production accuracy, and are designed to be compatible with all major manufacturers' trussing, so large, technically challenging constructions can be achieved with the same simplicity and peace of mind as the use of individual products.

Furthermore, Sixty82 aims to make things simple for their client with a fast and reliable service that allows its customers to focus on using its products to build incredible things. This calls for products that work intuitively, a crystal clear catalogue, rapid availability of components, and the strongest technical team in the industry.



“With some of the trussing world’s most experienced and trusted individuals behind our product line, we are extremely excited to launch Sixty82,” says Sixty82 CEO, Fokko Smeding. “Our passion has always been to supply the industry with safe, well-manufactured products, and back that up with our trademark - superlative, knowledgeable customer service. We have focused on the introduction of new technology that will become an industry standard within a short amount of time, and in providing our customers with confidence and security.”

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**About Sixty82:**

Sixty82 is a British, Dutch and French alliance of innovative industry leaders in the design and manufacture of trussing and staging systems. Pioneers and visionaries, with over 100 years of experience between them, they have held leading roles in the development of countless innovations that have framed the landscape of today’s marketplace.

Sixty82 is committed to the continuation of innovative means of improving product and service, driven by passion for their craft, to ensure their customers can continue to build incredible stuff.

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