

**Milos
Litec
JTE
Tomcat
EXE
Mobiltechlifts
Xtruss
Xstage**

**Interview with Fabio Prada
New products
The voices of Area Four Industries
Case studies
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**Magazine of
Area Four
Industries
Issue 2**

A4



A portrait of Fabio Prada, a man with grey hair and glasses, wearing a white button-down shirt, standing with his arms crossed against a light grey background.

Area Four Industries

Building on success

Fabio Prada
Sales & Marketing Director
of Area Four Industries
and Managing Director of Litec

Fabio Prada is one of the main driving forces in the Area Four Industries group, serving as both the Sales & Marketing Director at Area Four Industries Headquarters and the Managing Director of the Litec brand.

Now that another year has passed, how would you rate the activities of Area Four Industries?

It's definitely been a busy time for us. We have many companies and people to manage, on three continents in fact, but I'm happy to say that as time passes we see our vision of the group taking shape.

Our UK office had an extremely good year in 2017 and our Area Four Industries Germany office is rapidly strengthening its position on the German market. Our newest office, Area Four Industries America – East, is growing very fast and has just established a new office and warehouse in Los Angeles, California to serve its many west coast customers. Not to mention our truss and staging equipment brands continuing to do very well and all having an outstanding 2017.

Is the market for your products already saturated or is demand still on the rise?

I can say there is certainly still demand for our products, and this demand will increase as we continue our expansion around the globe and enter new markets. Another way we drive demand and combat saturation is with the continuous introduction of new and innovative products from all of our brands.

Does each brand have its own niche carved out of the market or do they compete with each other?

If we talk about our truss brands – Milos, Litec, Tomcat and James Thomas Engineering – a little overlap is inevitable. As long as we continue keeping each brand's identity unique and clearly separated from the others, we will not encounter any major problems. Our other four staging brands – EXE Technology, Mobiltechlifts, Xstage and Xtruss – offer completely different products, so any chance of overlap is eliminated.

Which brand experienced the most growth during the previous year?

All of our brands did extremely well for the past few years, but the stand out brand would definitely be EXE Technology. This brand is growing very rapidly and has exceeded our expectations for the last three years. Customer response to the range of EXE products has been overwhelmingly positive and we see a very bright future ahead for this brand in all markets we are present.

What do you see as your biggest opportunity in the market?

I would say that the biggest opportunity for us, as a group and for each individual brand, is to continue providing the very best service to our customers. Our ultimate goal is to have them see us as a true partner. This not only includes our timely delivery of the highest quality and safest products, but also the technical sales service offered by all Area Four Industries distribution offices and the design services provided by each of our brands for custom and bespoke projects.

Our goal is build a strong, long-term relationship with our customers so they fully trust and rely on us to serve their needs for all types of products and projects – from small to large.

What are the plans for Area Four Industries and its brands this year and beyond?

Our primary aim for the future is market expansion, from a geographic point of view. A good example of this is the opening of our new distribution company, Area Four Industries America – West in Los Angeles. We now have two locations in America, California and Tennessee, which allow us to be closer to our customers and serve their needs in a more efficient manner.

We also want to expand to other areas of the world in the near future, as we are currently only in Europe, America and China. So there's definitely a lot of work in front of us!

EXE Technology

The brand **EXE** identifies a range of products designed for the entertainment & exhibition markets, offering a range of equipment engineered to safely manoeuvre stage equipment, scenery, video walls & other related structures... before, during and after your performance.

The **EXE** range has been designed for safety, reliability and durability. Its range of products include EXE-Rise electric fixed speed chain hoists, EXE-Vario electric variable speed chain hoists, EXE-Drive controllers, EXE-Cell load cell interface and EXE-DST dynamic stack tracks.

The **EXE Technology** brand is quickly becoming the hoist of choice for live entertainment professionals around the world.

Adam Beaumont

EXE Technology
Brand Manager
Area Four Industries UK



Adam Beaumont is one of the most experienced members in Area Four Industries, with more than 25 years of experience in the industry. He is the Brand Manager for the Litec, JTE, Tomcat and EXE Technology brands at Area Four Industries UK.

The **EXE Technology** brand has grown enormously in popularity since its introduction on the market. What do you believe are the contributing factors to its success?

Build quality, reliability, service and support!

Another important thing is training and education. This makes a huge difference to the reputation of the brand.

In the UK, we have the facilities to take the product to the customer. This allows us to do real demos and training. We also have to consider the dedicated team behind **EXE Technology** that go above and beyond the call of duty to ensure the customers' needs are met. Taken together, it's easy to see why **EXE Technology** products are achieving this level of success.

Which product from the EXE Technology range is your favorite?

I would have to say the newest addition to the EXE-Rise family, the medium body 500 kg unit with 8:1 safety factor. Its compact size and design features are fantastic for this type of hoist, I think it's a real evolution of the range.

How would you describe a classic EXE Technology customer?

Many of our customers are companies who are looking to replace old rental stock that have seen better days. In addition, we are also seeing a peak in interest from smaller companies who have heard about the quality and reliability of **EXE** products.

The **EXE** Range ensures they're buying into the "next generation", and guarantees a great return on investment.

What's the most interesting EXE hoist project you've recently worked on?

We've recently been working closely with Neg Earth Lights to road test a rig of EXE-Rise hoists fitted with EXE-Cell. It's great to see this system working on real shows and the obvious benefits that the EXE-Cell system offers.

How do you see the future of EXE Technology products?

EXE-Rise is quickly becoming the go-to hoist with rental and production companies and can be seen on many major productions. In addition, the **EXE** DST tracking system is truly innovative. The portfolio of products in this range is rapidly expanding.

I really believe **EXE Technology** is already on its way to becoming a market leading brand.

Milos Compact PA fly tower

The new Milos MT-PA5030 PA fly tower was designed for live events that require a compact PA fly tower for small systems that can be used both indoors and outdoors.

Set up is easy. Only a few 290 QTV truss components are needed to erect the tower and only 2 persons are required. Due to a height of just under 5 meters, approvals by authorities are not necessary. The design allows for placement of base cabinets or amplifier racks on top of the outriggers as ballast.

- Footprint at set up is 2.5 × 2 m 8.2' × 6.6' (width × depth)
- Max. load 300 kg (660 lbs)
- 1.5 m² (16.15 ft²) max. front surface area of the PA
- 1.0 m² (10.76 ft²) max. side surface area of the PA
- 50 kg (110 lbs) required ballast
- 20m/s (45 mph) in-service wind loading
- Out-of-service wind loading as per DIN-EN 13814
- Base frame is V-shaped steel centrepiece with set of 2 bespoke and 2 long MT2 outriggers
- Lifting operations with either electrical or manual chain hoists
- Head block equipped with double pulley system for attachment of safety chain or safety wire parallel to lifting chain.
- Multiple attachment points on base for connection of hoists and safeties



Giving wheels to your truss

The new truss dolly and carrier from Milos make moving your truss from the truck to the installation area, and back again, easy and convenient. The innovative, universal design and placement of the durable rubber holders on the truss carrier allow it to hold both quatro and trio formats of M290 and M390 series truss. Constructed from aluminium, the dolly features channels for attaching ratchet straps. Due to the dolly's 800 × 600 mm dimensions, it fits in most trucks. When not in use, the empty dollies stack on top of each other to save space.

Truss carrier:

- Strong and durable rubber holders
- Fits quatro and trio truss from the M290 and M390 series
- Rubber holders are mounted on an aluminium bar

Truss dolly:

- Stacking capacity up to 6 levels of truss
- Grooves for ratchet strap fixation
- Dimensions: 800 × 600 mm
- Stackable
- 2 regular wheels and 2 wheels with brakes (each wheel has a 100 kg loading capacity)
- Made from aluminium
- Custom size dollies available on request



Milos Multicubes go heavy-duty

For many years, the Milos line of multicubes consisted of 3 different models, each with their own advantages and structural capabilities for various uses in the market. To simplify this choice for its customers, Milos recently introduced its new heavy-duty multicube, effectively reducing the range to only 2 models – Light-duty and Heavy-duty.

The light-duty multicube is extremely versatile and is similar in strength to a welded corner. For ease of assembly, it comes with locator holes for correct positioning of bolts for the receivers.

The new heavy-duty multicube has no strength limitations when it comes to use in horizontal grids. It's just as strong as the truss (true for Milos 290 series trusses).

The transfer of bending moments from the horizontal grid into the legs is now much better compared to welded corners or competing cubes thanks to its use of 32 mm diagonals. The use of special, high quality bolts and steel inserts, together with locator holes for the receivers, make this a unique product in the market.

Did you know that the use of ½ male receivers compared to the use of female receivers allows for higher shear forces? This is important, for example, when trusses are used to build 2-storey exhibition booths.

M⁴
Milos. Works better.

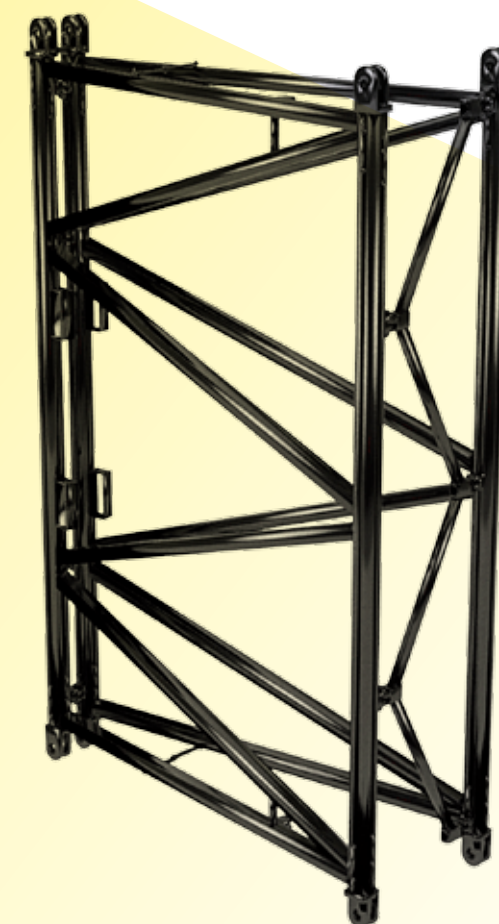
Experience the power of steel

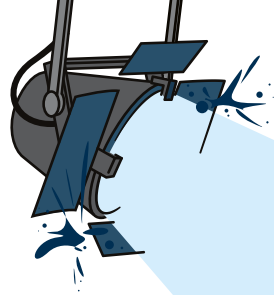
The worldwide market for events is becoming larger every year as artists depend more on income via concerts, not to mention electronic dance music as a real upcoming force in live events. This market requires higher and higher loads, as well as taller and taller structures.

Over the years, we have studied several options that could successfully fulfil this demand. Using various industries as inspiration, we've designed a full range of steel trusses, towers and base sections. Through the use of very special steel alloys, we've developed trusses that are able to handle an average of 2.5× more load at just double the weight compared to aluminium systems with the same dimensions and under the same deflection. In a newly dedicated part of our factory, we are producing these steel truss elements under TUV monitoring and according to EN1090.

The trusses and their accessories are designed together with the input of rental companies. Therefore, we can say they've been created to fit perfectly with the demands of the touring industry.

- Optimised weight to strength ratio
- Optimised dimensions for packaging and/or nesting in trucks
- Use of profiles with OD's to suit scaff clamps
- Pinned connectors for increased strength and safety
- Integrated forklift pick up points
- End frames with lateral connection options
- Matt black impact-resistant industrial paint finish
- Optional: metalizing for additional protection
- Exchangeable dimensions with aluminium equivalents for achieving up to 3× more strength
- Optimised webbing pattern for ease of use when assembling cross trusses
- 200 cm truss is foldable including lateral diagonals for ease of transport



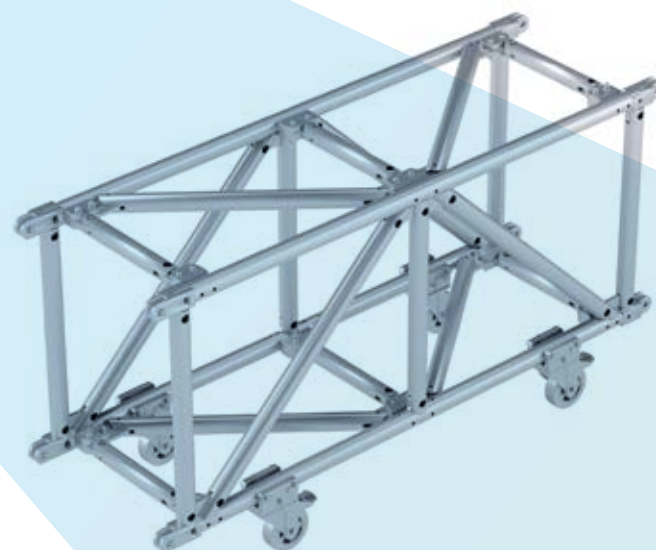


MyT Virtue Truss

MyT strength in a more compact package

The MyT Virtue is a compact, but strong, line of truss designed to provide the support you need for your BIG events! Part of the MyT family of truss, which recently won the gold star product award from PLSN magazine in the United States, it bridges the gap between the MyT standard line and RL105 series. MyT Virtue combines the best qualities of different truss lines, such as a folding feature, compact form factor, and 60 mm main chords that allow use of standard clamps.

- 850 × 670 mm
- EN AW 7003 T6 aluminium
- 24–30 meter spans
- 60 mm main chords
- Folding design for space savings during transportation
- Vertical forks allow for making various shapes
- Removable wheels
- Steel corner block



MyT Virtue Roof System

Discover the virtues of our newest MyT roof system

The new, self-contained environment of the MyT Virtue roof system achieves 24–30 meter spans and has been designed to cover your big events. Part of this new system is a newly designed heavy-duty tower and mechanical safety block. And as part of the MyT family of roof systems, you can count on it to provide the support you need for your most important events.

Structural elements in the system:

- MyT Virtue truss
- New Maxitower 65 with Ø60 × 6 mm EN AW 6082 T6 aluminium main chords
- Steel sleeve block
- New mechanical safety block

Hoist Box Truss

A new home for your EXE-Rise 500 kg

The new hoist box truss has been developed as a convenient and space saving method of hanging your EXE-Rise 500 kg hoist in support structures. It comes in the standard length of 500 mm for seamless integration in your designs, and is compatible with selected trio and quatro Litec truss series. Due to its weld-free construction, weaker heat affected zones are eliminated.

- Standard 500 mm length allows integration with your truss designs
- Connects with Litec trio and quatro truss (TX30SA, TH30SA, QX30SA, QH30 SA, TX40SA, QX40SA and QH40SA)
- Weld-free construction eliminates heat affected zones

Maxitower 52HD

Maxitower 52 goes heavy-duty

The Maxitower 52HD is a high performance, high capacity tower for your large and demanding projects. Made from EN AW 6082 T6 aluminium, it has the same dimensions as the Maxitower 52 but features Ø60 × 5 mm main chords for achieving higher load capacities. Thanks to these unchanged dimensions, it's compatible with the standard Maxitower 52 sleeve block. Litec engineers have also developed a new, heavier duty mechanical safety block to handle the tower's increased weight bearing properties.

- Use of beefier Ø60 × 5 mm main chords for increased load bearing
- New, super heavy-duty mechanical safety block
- Same overall dimensions as Maxitower 52
- Compatible with Maxitower 52 standard sleeve block
- Constructed from EN AW 6082 T6 aluminium



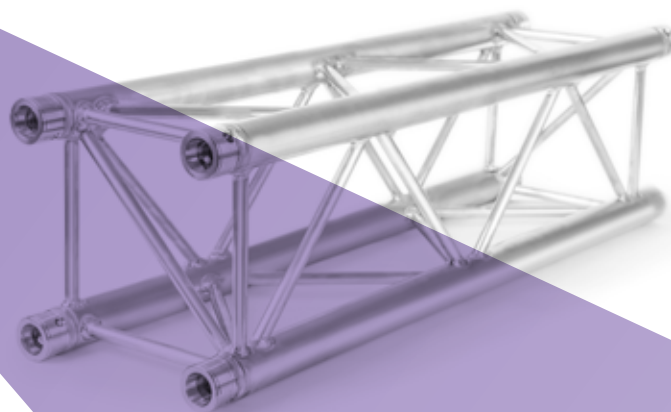
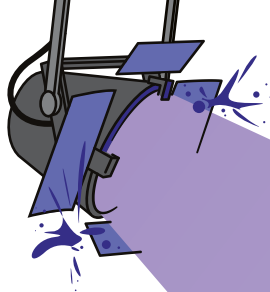
Nemesis answers the market's call

The impetus for creating a new pre-rig touring truss design came after Tomcat listened and reacted to their customers needs. The result is Nemesis, the arch-enemy of competing pre-rig truss. Its innovative design greatly reduces the time required to load your fixtures and provides increased flexibility.

What makes this Nemesis pre-rig truss so special is its side-loading feature, which makes it possible for one person to load fixtures into the truss during prep using side legs that support the truss during the loading operation. In addition, the side channels can be mounted in two locations within the truss if smaller fixtures are used. A second set of channels can also be mounted, allowing fixtures to be offset as needed within the hang.

With the launch of this new pre-rig touring truss, Nemesis not only lives up to its name, it lives up to your idea of how pre-rig touring truss should perform.





Discover the new conical truss range from James Thomas Engineering

The GP (General Purpose plated truss using bolt connections) and ST (Super Truss forked truss using pin connections) series from JTE have enjoyed decades of success and widespread use in the America market.

James Thomas Engineering is now introducing a new conical connection range of truss for the EMEA region! The introduction of this new conical range of truss brings the strength, durability and safety that have made James Thomas Engineering famous in America to Europe, the Middle East and Africa!



JT22

JT22 is light-duty, compact display system truss that utilizes conical connections for quick, simple and secure assembly. Its light weight, modular construction is perfectly suited for system integrators, retail installations, shop displays and the exhibition market.

- DUO, TRIO and QUATRO formats
- Width of 190 mm B.C. (Between Centre)
- Outstanding free span parameters considering its size
- Wide range of accessories
- Compatible with JT-CELL 130 series clamps
- Compatible with Xtruss accessories

JT30

The JT30 series is our standard, mid-sized conical truss for multi-purpose use. Constructed from high quality 50 x 2 mm aluminium tubes, it features a diagonal anti-twist end brace for extended durability. Perfect for both interior and exterior applications.

- DUO, TRIO and QUATRO formats
- Width of 239 mm B.C.
- Extended free-span (up to 20 m) and loading characteristics
- Wide range of accessories
- Compatible with JT-CELL200/400/500/600 series cell clamps
- Compatible with Xtruss accessories

JT30H

The JT30H truss series is a mid-sized, heavy-duty conical truss for multi-purpose use. Its high quality 48.3 x 3 mm aluminium tubes handles your more challenging and higher load needs for indoor and outdoor applications.

- DUO, TRIO and QUATRO formats
- Width of 239 mm B.C.
- Versatile system widely used for PA Towers, Rigging Towers and Roofs
- Extended free-span (up to 20 m) and loading characteristics
- Wide range of accessories
- Compatible with JT-CELL200/400/500/600 series cell clamps
- Compatible with Xtruss accessories

JT40H

A mid-sized, heavy-duty, multipurpose truss for indoor and outdoor applications. Its conical connection system allows for fast and secure connections.

- DUO, TRIO and QUATRO formats
- High quality 48.3 x 3 mm heavy-duty aluminium tubes
- Width of 339 mm B.C.
- Extended free-span (up to 20 m) and loading characteristics
- Custom lengths, junctions and curves available
- Wide range of accessories
- Compatible with JT-CELL200/400/500/600 series cell clamps
- Compatible with Xtruss accessories

CF40HR

A heavy-duty, multi-purpose truss for creating mid-sized structures. Available strictly in RECTANGULAR formats, it features parallel diagonals that allow Trio truss segments to easily slip through.

- RECTANGULAR formats with widths of 239 mm B.C. x 339 mm B.C.
- Horizontal bracing at node points counteract horizontal force caused by slinging 48.3 x 3 mm bottom brace, allowing for trouble-free suspension of lighting fixtures
- Compact design reduces transport volume
- Horizontal positioning of pin holes on bottom tubes provide easy access to pins
- Compatible with JT-CELL 200/400/500/600 series cell clamps

JT36

JT36 is a medium-duty truss series that comes in space optimizing QUATRO and RECTANGULAR formats. It features super-sized conical connectors for maximum rigidity and a user-friendly tapered pin for ease of assembly.

- QUATRO (CO36 – 299 mm B.C.) or RECTANGULAR (CO36R – 207 mm x 299 mm B.C.) space-saving formats
- Extended free-span (20 m) and loading parameters
- Tapered pin for ease of assembly
- Compatible with JT-CELL200/400/500/600 series cell clamps

JT52

The JT52 is a heavy-duty, high loading capacity truss series that features super-sized conical connectors for maximum rigidity and tapered pins for ease of use.

- QUATRO (CO52 – 470 mm B.C.) or FOLDING (CO52F – 520 mm B.C.) formats
- Square or space-efficient folding formats available
- Extended free-span (up to 24 m) and loading parameters
- Compatible with JT-CELL 200/400/500/600 series cell clamps

JT100

The new extra heavy-duty, heavy load capacity JT100 conical truss series claims an increased SWL over the JT52. Ultimate free-spans (up to 40 m!) and extra high loading parameters allow you to meet the challenges of the most demanding live events.

- RECTANGULAR (CO100R – 520 mm x 950 mm B.C.) or space-saving FOLDING (CO100F – 520 mm B.C.) versions available
- Super-sized conical connectors for maximum rigidity
- Transit wheels as standard for convenient transport and set-up
- Tapered pin for ease of assembly
- Compatible with JT-CELL 300 series cell clamps
- Supplied with connection kit for every section and junction

Increased safety and convenience for securing sleeve blocks

The new tower safety block for JTE's Supertower 30 provide high levels of safety and convenience when holding your roof's mother grid in place. In fact, it locks the mother grid rock solid to the towers.

The innovative features that make this mechanical lock system so unique are its intelligently designed locking tube with safety pin and easily accessible lever mechanism that secure the sleeve block from drop AND lift. Yes, lift!

This sleeve block system is an extremely unique product on the market that secures the mother grid from lift due to the effects of wind. In addition, it completely releases loads from ALL hoist chains used to raise and hold the grid in place!

For even more safety and convenience, guy wire attachment points are located on each side of the block.

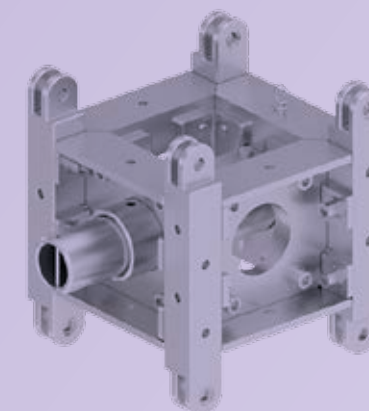
The safety block is an add-on component and can be used with all previously purchased JTE Supertower 30's.

Upper safety block:

- Hybrid construction from steel, aluminium and composite materials
- Dimensions: 350 mm x 670 mm x 670 mm
- Weight: 68 kg

Lower safety block:

- Hybrid construction from steel, aluminium and composite materials
- Dimensions: 305 mm x 350 mm x 480 mm
- Weight: 40 kg



Various power colour finishes available on all truss



DST66 system

A speedier and more powerful rail system

(Motorized Trolley, Slave Trolley, Cable Carriage, Removable Cable Carriage, Truss)

The new heavy-duty DST66 (Dynamic Stack Tracks) series from EXE is a multi-purpose built-in rail system for demanding projects. It provides more power and speed for your larger projects due to its whopping 63 Nm of power (an additional 38 Nm compared to the DST52 system) and up to 60 m/min at 50 Hz (an additional 36 m/min compared to the DST52).

The versatile modules in the DST66 system allow you to move, open and rotate LED screens, scenery, panels and lights. Possible movements are horizontal (right-left and left-right), vertical (up-down and down-up) and 360° rotation, clockwise and counter-clockwise. Modules can be operated with the most common control systems on the market.

The system consists of stacking truss segments provided with a single track and a foldable dolly. It is also available with a single track without a dolly.

Transport and storage is easy and convenient due to its modular and stackable design.

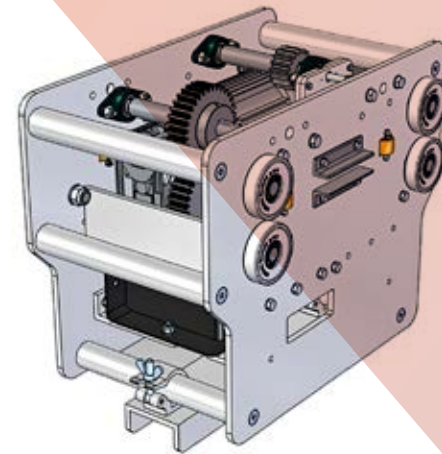
Components are painted dark grey to absorb light and fade into the background, but other colours are available on request.

Features:

- Stackable
- Modular and very easy to assemble
- Can be transported through the venue and brought on stage via its dolly, which folds up for minimum storage requirements
- All trolleys can run on straight and curved tracks (with additional accessories)

Trolley

- External dimensions: 700 mm × 500 mm × 470 mm
- Weight: 90 kg
- Maximum speed: 30 m/min (4-pole motor), 60 m/min (2-pole motor)
- Loading capacity: 900 kg



Truss

- External dimensions: 975 mm × 660 mm (height × width)
- Between Centers: 925 mm × 610 mm
- Weight: 48 kg/m
- Main tubes: Ø 50 × 4 mm extruded EN AW-6082 T6 aluminium
- Diagonals: Ø 38.1 × 3.25 mm extruded EN AW-6082 T6 aluminium
- Connecting fork: EN AW-6082 T6 aluminium
- TIG (ISO 3834 / ISO 9606-02) welding

Compact lifting with the new MS2-4012

The marketplace is full of copy-cat wind-up lifts from various manufacturers. At a distance, you could say that lifts from many different manufacturers look exactly the same. And except for top-of-the line products, they are not very user-friendly. They all require a sequence of locking pins to be opened and closed, and cranking the winch under load is difficult. Due to price constraints, parts are often not working so smoothly. From a technical point of view, the combination of questionable D/d pulley ratios and the use of non-grooved winch drums quickly lead to cable damage and more frequent maintenance.

With the recently established German standard for windup lifts (DIN 56950-3) in hand, Mobiltechlifts has come with a new design. Higher safety factors have now been achieved thanks to additional load cases that need to be considered. This is a real improvement for a category of products where many accidents occur. The use of a very special fire retardant belt, extremely precise guidance profiles and bespoke aluminium extrusions have led to the creation of a unique product. It doesn't need safety pins, is very light, features low visibility due to its matt black finish, is very user-friendly and is extremely easy to operate under load.

In a world of lift clones, the Mobiltechlifts MS2-4012 is a breath of fresh air that brings an original, cutting edge design to the table.

- Max. height of 400 cm
- Max. load of 120 kg
- Max unevenness of 20 cm between lifts in a distance of 3 m
- 5% lateral loading at full load
- 143 cm diameter footprint
- Matt black powder coating finish
- Double safety factor on loading
- Designed according to DGUV 17 / BGV C1 and DIN 56950-3



Technical Ninja

Dipl.-Ing. Norbert Tripp

Technical Director
Area Four Industries

Dipl.-Ing. Norbert Tripp is the Technical Director for Area Four Industries and is based in the Area Four Industries Germany office in Munster, Germany. He serves as the group's in-house structural engineer and all around technical "go-to" man.

Can you tell us about your new position in Area Four Industries and a little about your position at the previous company where you were employed?

My responsibilities at Area Four Industries are quite extensive and varied.

On one hand, I'm available as a technical consultant for all brand customers and sales teams both nationally in Germany and internationally. This can be on a small scale, e.g. for what cases is it recommended to use a long outrigger instead of a short one on a tower base. My consultations, however, can also affect large-scale projects that require turning an idea into reality. In these cases, it is first necessary to carry out a feasibility study in order to develop the first structural design based on the initial idea. The last step is the design of special components and the creation of a complete static calculation.

On the other hand, I'm closely involved in the development of new products. I'm responsible for communication with testing and certification bodies and the development of new process technologies. Finally, I support our marketing in technical matters and hold trainings at our own events and trade shows. I also carry out on-location lessons at the companies of our customers.

Regarding my previous activities as a Project Engineer, I was a service provider to customers and carried out static calculations, as well as leading occasional training sessions. Now that I'm working with a group of manufacturers, my tasks are much more extensive.

What do you do for each brand in the group?

My current focus is on our headquarters in the Czech Republic, where the Milos and Mobiltechlifts brands are based, and our German distribution company Area Four Industries Germany. Of course, I also work closely with my engineering colleague at Litec in Italy, as well as with my colleagues at Area Four Industries America, Tomcat and James Thomas Engineering in the United States, and Milos in China.

As the Technical Director for the Area Four Industries group, my knowledge and experience are available to all of its brands. My presence further strengthens the already ample amount of expertise within the technical and design departments of each brand.

How would you describe the benefits of the services you provide within the Area Four Industries group compared to other truss companies or distributors?

Many projects require theoretical and static expertise early on. Only with an in-house specialist are the communication channels and response times to customers kept very short. I think it's important to provide this expertise at an early stage, instead of having to reject ideas and price calculations later on due to poor preliminary information.

You've made a few presentations at seminars outside the group last year. What were the themes and content of these presentations?

The contents are quite varied and characterized by different levels of detail. It always depends on the audience. Basically, all presentations are always about our core business of truss, support structures, rigging and staging. However, it makes a big difference whether the listeners are e.g. our distributors from all over the world or users who have significant knowledge of light and sound, rather than just on truss. The presentation I gave at Rigger's Voice, an annual forum that Area Four Industries holds, is at a much higher technical level as only professional riggers and executives with extensive experience are invited.



Embracing the challenge

Carmen Savarese

**Vice-President of Sales & Marketing – East
at Area Four Industries America – East
and Vice-President of Sales & Marketing at Tomcat / JTE**

Carmen was recently promoted to the position of Vice-President of Sales & Marketing – East at Area Four Industries America – East and Vice-President of Sales & Marketing at Tomcat USA. Based in Knoxville, Tennessee, she leads both teams in their North/South American sales activities.

It seems that 2017 was a breakthrough year for you career-wise. Can you tell us a little about it?

It's very difficult to put into words the emotional whirlwind I've gone through last year. I don't think I'll ever be able to thank Franti Zykan enough for believing in me and putting so much effort into this USA venture. Regarding me, I can only say that I decided to completely turn my life upside down in the blink of an eye and haven't found time yet to sit down and realize what I've done: I'm extremely busy and extremely happy on this side of the world! The market is huge and dynamic, as well as unbelievably challenging every single day. I'm blessed having been given the chance to meet our customers and friends over here. They've extended a warm welcome from day one.

The Area Four Industries America offices represent 6 brands in the United States. What are the benefits of each of these brands and having all of them in your portfolio?

I would say the main benefit of these 6 brands is that they all belong to our portfolio and are offered by one organization. The range we're able to offer our customers is the most complete in the industry. Although they all belong to the "rigging" world, our brands complete each other's range, offering a one-stop solution for every event. The leitmotif in our portfolio is quality, quality at any level and for all needs. Our goal is always to get the job done. A satisfied customer at the end is the cherry on top!

You recently opened an office on the west coast. What value and benefits can customers expect from this new location?

From the first day I moved to the USA, I realized a stronger presence was needed on the West Coast. Area Four Industries – East is located in Tennessee, which is a very strategic position for serving the East Coast in the most efficient manner. However, we're 5 days away from the West Coast (as far as truck shipments are concerned). If you add the time needed for manufacturing and product packaging, dealing with the West Coast from Tennessee is like being in another country. The recent opening of an office and warehouse in Los Angeles has given us the chance to double our efficiency and improve our standards of quality

throughout the USA.

As previously mentioned, we're not only offering a quicker logistics solution with a West Coast warehouse, but also a complete sales and technical team. Customers nowadays want to meet their vendor, as their challenges are more and more demanding as time passes. The need for tailor-made solutions is growing together with the need to impress the audience at every show. You cannot sell solutions on the phone! You have to be there. You have to make yourself available for your customer whenever and wherever he needs it. These are the challenges we aim to meet and overcome in the near term!

At the end of 2017, you were promoted to Vice-President of Sales & Marketing at the long established and well-known Tomcat and JTE brands. What is the current status of these brands and where are they heading in the near future?

Tomcat and James Thomas are leading brands in the US entertainment industry. They are literally THE history of our industry.

But nowadays the competition is tougher. If you don't acknowledge this by improving your product portfolio to pursue new technology, and make your customers' life easier by being quicker than everyone else, you're going to be pushed out of the market. The new challenge for Tomcat and JTE is to prove we're able to meet the challenge of providing solutions for customer demands in this crazy period, adapting to the quickly changing playing field in our industry. To paraphrase Bernard of Chartres, I would say that we're able to see further and improve our technologies better/quicker than others because we're standing on the shoulders of 2 giants.

What is it like being a European and managing an American company?

It's a cross-cultural challenge. Over the course of my career, I've had many challenges, but this one is completely different.

When you export your products internationally, you encounter different cultures that are willing to embrace them as they are and welcome them into their own country in order to make people aware that somewhere else on the planet companies manufacture different solutions than the ones they're used to. In many cases, your product offers a new technology to that country.

When you export yourself, on the other hand, you make a different deal. It's a give and take. You have to be humble. People are set in their ways and are familiar with the history of the entertainment business. You can't just step in and structure a company to suit your purposes. You must first adapt, learn the rules of your new microcosm and then bring your expertise where it's needed. The result is a beautiful melting pot: a perfect puzzle with different cultural pieces that fit together to create a masterpiece. If you think about it, this is Area Four Industries as well, by the way.

Exactly one year from now, we'll have another interview with you in this magazine. Where would you like to see yourself and the business at that time?

I would really like to see a large group of enthusiastic customers that recognize our

efforts and appreciate them. I would like to see that we gave customers exactly what they were really looking for. And I would like to see myself exactly where I am: with my beautiful team, with the same amount of enthusiasm, and making sure we continue meeting the challenges put in front of us.

Considering how much work you have with both the Area Four Industries America – East and Tomcat offices, are you able to make time for your personal life?

I don't have very much time at the moment, unfortunately. I've been overwhelmed by the sheer amount of changes. I'm constantly on the road meeting customers and getting up to speed on everything. I'm accustomed to managing business on another continent. However, this has been my best chance so far to explore the USA. I want to focus on meeting people and hearing directly from them what they really need. I will help mold our company based on these demands, but I've promised myself to find more time to fully enjoy this beautiful professional chance I've been given in a more private way.



Serving the West

Adrian Forbes-Black

**Vice-President of Sales & Marketing – West
Area Four Industries America – West**

Adrian Forbes-Black is one of the newest members of the group. He serves as Vice-President of Sales & Marketing – West and is responsible for starting up operations at the newly established west coast office of Area Four Industries America – West right outside of Los Angeles, California.

Congratulations on your new position and establishment of the new Area Four Industries America – West office. When did the office open and why did you choose this location?

Thanks! We took possession of the building in the new year & the first product arrived into the warehouse in early February. The office & warehouse are located in Thousand Oaks, CA, which is on the 101 freeway, right on the border of Los Angeles & Ventura counties in Southern California. We chose this location as it's less than an hour's drive from downtown Los Angeles, Hollywood, LAX, etc., however its far enough outside of the city that we don't get caught up in all the L.A. craziness every time we set foot outside! Many entertainment technology professionals also live in this area, allowing us to hire talent without having to ask them to relocate.

The really funny thing is that we're actually on the same street where a few other industry names have been located through the years, and therefore, it's kind of fun to "bring it home"! One of my first jobs in the industry, twenty-five years ago, was to send gear from Light & Sound Design's (LSD) Birmingham U.K. office to their Los Angeles office, which was situated about ten buildings down from where we've just opened! If I had known then that some years later I would be managing an operation on the same street, I would have never believed it!

What obstacles did you encounter with the opening of the office? What took most of your time?

Well I can tell you that I never want to build another piece of office furniture again. Ever! But in all seriousness, it's been a lot of fun opening it and building it from the ground up with my team's vision, while still retaining the core philosophy of Area Four Industries. Obviously, every office in the Area Four Industries group has its own DNA and unique capabilities, etc., and this office will be no different. Everyone knows that California is a special place, especially in the entertainment industry. We just want to build on that energy.

Hiring people is always the hardest and most time-consuming part of my job. We're only going to have a small group of folks here to start, with hopefully more additions to the team as we grow. There are only a few of us at this early stage, so getting the right mix of personalities has been critical. As we all know, the entertainment technology industry attracts a unique type of person and trying to find the right mix of skills has been tough, especially when there are just a few of us. Actually, it would be very tempting to just hire the first person that comes along to help with building that office furniture! Right now, I have a really good feeling about the people we've added to the team and I'm really excited about what we can achieve with the support of our new colleagues around the world.

What is the current status of the office?

Did I mention that we had a lot of office furniture to build?! Again, in all seriousness, we're just putting the finishing touches to it all really. Just working out all the things that you don't think about until you go and do it. From a physical point of view, the people are hired, the infrastructure in place and product is on the shelf. Now the real works begins!

What are your goals for the following year and the direction you're taking the office in the future?

As I said before, I think that California, and Los Angeles in particular, is a special place and its role in the world's entertainment industry is obvious. I've personally lived here for twelve years now and it still amazes me what this area produces. This is especially true when you extend the reach to places such as Las Vegas, which is only a five-hour drive or one-hour flight away. We obviously want to make our products geographically more readily available to a large number of potential customers on this side of the US. Having creative folks based here, however, is very exciting as so many projects originate creatively from this part of the world. The ability to sit down with these local creative folks at the early stages of their project is massive and will hopefully lead to more opportunities for Area Four Industries products in the long run. With that being said, I really hope we can continue to attract the best talent in the industry. This could mean becoming an integral part of the global product and solution design capabilities of the company.

Taking the Milos reins

Marek Zubor
Milos Brand Manager

Marek Zubor has been with the Milos brand since the early 2000's. During the last year, he was promoted to Milos Brand Manager and is responsible for its activities around the world.

You've worked at the Milos headquarters for many years. Can you briefly describe your responsibilities over the years and your contribution to the brand's business?

I started working for Milos in 2004 as a designer. In 2006, there was a plan to open a factory in Guangzhou, China. With the opening of this new factory, a technical supervisor position became available and I was offered the job. I accepted the offer without hesitation, as I was always attracted to the far east and wanted to experience working there. I'm responsible for running the factory from a technical point of view, which involves quality control, creating designs, setting welding jigs, and establishing relationships with local vendors.

In 2017, there were a few changes for you in the company. The biggest being your new position as Milos Brand Manager, which is one of the highest positions in the company. How did your responsibilities change after taking on this role?

I appreciate being given the role of Milos Brand Manager position and have many new responsibilities that are typical for a brand manager in a dynamically growing company filled with intelligent and creative people.

I'm responsible for implementing new ideas and bringing innovations to life.

Researching the market and evaluating its needs are also exciting new tasks that I handle. I determine priorities for various production processes and the order of introducing new products on the market.

Would you consider Milos a strong and stable brand? What will your new role bring to the brand?

When I started at Milos, I was one of four designers in the company. Now there are many more technical people that are not only designers, but also colleagues in other areas, such as static engineers and welding experts. Milos is fully certified in all essential manufacturing processes, which means its products are safe and can be sold in markets all over the world. In addition, it has strong sales and marketing teams that contribute to its success. So the answer to your questions is yes, Milos is definitely a strong and stable brand.

But it's not only about the number of qualified people who work in the company. It's about their dedication to working on challenging projects as a team and cooperating closely with customers to fully develop their ideas and deliver products that fully satisfy their needs from a technical, safety and aesthetic point of view.

My new position as Milos brand manager requires me to draw upon my many years of practical experience as a designer, and technical supervisor in China, to add strength to the brand, support the fantastic team we have in place and deliver value added to the customers we serve all around the world.

What are your plans for Milos this year and how will you contribute to its growth?

I plan to completely dedicate myself to all ongoing and new projects to ensure they achieve the high Milos standards and meet all of the customers' requirements. I also look forward to working on the many upcoming projects for major structures, such as Milos roofs for the biggest live events.

What interesting projects has Milos recently carried out?

A project that really stands out for me was the highly customized Milos MR5 roof for the Timeshift music festival in Bucharest, Romania, which was the largest roof ever designed by Milos. It was really a grand design and monstrous structure. The long time Milos client for this project was very happy with this roof and will be using it for future live events that want to make a BIG statement.

Will Milos continue doing similar projects this year and in the future?

As one of the strongest companies in the truss industry, we will continue designing and manufacturing leading projects on the market, such as the MR5 roof I had previously spoken about, as well as smaller projects that are equally important for us.

I would also like to mention that Milos is now busy with the development and production of steel truss, which will take our customers to a completely new dimension in loading and spans.

Truss inspection

Interview with Dipl.-Ing. Norbert Tripp. Area Four Industries Technical Director

Safety is always an important issue in the event industry, as the products often hang over people and thus pose a potential threat. To what extent is the inspection of truss related to this situation?

The relationship is simple. If damaged truss is used, the load capacity of the truss will be reduced depending on the type and location of damage.

The professional inspection of truss is therefore a complex and much discussed topic.

Why is it complex?

There are many types of damage that can be found on truss, for example, cracks, scratches, breaks, bends, abrasions, holes or dents. These localized damages can occur at many different points on a segment of truss. Therefore, it is always necessary to evaluate the influence of this potential damage on the global behavior of the truss.

Can this truss inspection be carried out by anyone?

You should be experienced, and have a certain level of knowledge, in order to perform an inspection correctly. At the very least, you should have a basic level of understanding about how truss works from a static point of view. Only then can you evaluate which effects could possibly occur as a result of this localized damage. In addition, these ill effects could also lead to a variety of severe failures for different types of truss. This makes it quite difficult for us as a manufacturer to define the criteria for discarding a truss segment.

On one hand, the inspection process should ensure safety. On the other hand, it should be practical and as simple as possible. Therefore, the criteria defined in our User's Manual are generally valid for all truss types.

Otherwise, we would have to define different criteria for each truss type.

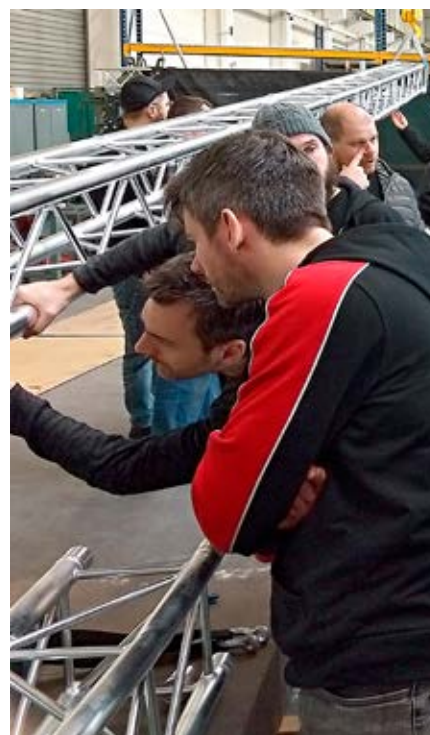
A crack on a large diameter, thick-walled tube is without discussion, and falls under the same criterion as on small and thin tubes. But a dent that's 2 mm deep, for example, would have to be evaluated differently. In order to keep the inspection process simple and uniform, however, a distinction is only made between the main chord and the diagonal.

In addition, a disproportionately large mathematical effort would be required for us to determine individual limitations for various criteria for each type of truss. The criteria for discarding truss segments are thus a compromise between the interests of the user and the manufacturer.

In the end, each user must ultimately ask himself whether he is confident in personally carrying out the annual inspection or if he should request the assistance of a qualified specialist.

Should a truss segment always be immediately discarded if damage is identified?

Unfortunately, there is no clear "yes" or "no" answer for this question. Let me explain. Users often ask us, "Can I still use my damaged truss at least for this special application?". Of course, there is the possibility that it could be used safely in some situations, as damaged truss can fall into different "safe to use" classifications. The problem with this, however, is that the damaged truss will be sitting within your inventory and could unknowingly be used as a "healthy" segment. In addition, the cost of a detailed analysis, and the special treatment required for storage and during assembly, is usually not in proportion to a new purchase or repair.



Steel Truss Test

Milos opens a new realm of possibilities



In February of this year, Milos s.r.o. carried out load tests for two types of its new steel truss series – the large 145 cm S-RTW and 78 cm high S-QTQT tower truss. In its 24 years of existence, Milos has only manufactured aluminium products. But times have changed over the years and live event organizers are starting to require larger and larger capacity truss for their biggest events. Due to this reoccurring demand, Milos took the decision to expand its product range with a steel truss line. With this decision came new manufacturing processes and equipment that needed to be implemented, as the manufacture of steel truss is much different than aluminium.

Required steps for the manufacturing of steel truss:

- **Retrofitting of manufacturing areas in the Roudnice nad Labem (CZ) factory for separating steel and aluminium processing**
- **Purchase of the appropriate machinery and welding equipment**
- **Manufacturing certification in accordance with EN 1090-2**
- **Training, testing and certification of welding personnel**
- **Planning and production of several welding jigs**
- **Intensive research on high-strength steel grades**
- **Development of a system with properly coordinated truss sizes and dimensions**
- **Consideration of different design variations and their static calculation**
- **Research and evaluation of various types of corrosion protection**

The introduction of steel truss as part of the Milos offer of products was an extensive journey, which culminated in testing of its truss prototypes. The tests served as quality control and confirmation that Milos was ready to bring its high quality steel products to market. The load tests were exceptional in every way. In fact, the steel truss tests were an entirely new level of difficulty when compared to the relatively simple tests for aluminium truss. Just for comparison: The 1.45 m high S-RTW truss, compared to a standard 29 cm truss, was able to handle more than 100 times the load capacity! It's really another dimensions in loading parameters. Accordingly, heavy equipment and extremely heavy counterweights had to be utilised. With the help of two mobile cranes and massive steel counterweights of up to 4 tons, the tests started in the early morning hours. Cold but clear weather presented the crews with good conditions for the scheduled tests.

The first part of the tests was a "light" outing. A 16 meter long section of the S-QTQT tower truss was tested in 5 steps with increasing payloads to check its structural integrity. Although this type of truss had been designed for use as a tower, and would mostly experience compressed loads in the future, this setup was an ideal test. In this part of the test, all components such as the main chords, the connectors, and the lattice members had to demonstrate and prove their load-bearing capacity.

The third step of the load test corresponded to full payload. Ultimately, the deflection was manually measured at each step by means of a work platform mounted on a telehandler. After the successful completion of these tests, without any visible damage to

the truss, the test crews were certain that no surprises would be experienced as they transitioned to the large truss. The S-RTW truss segment was also loaded on a 16 metre span in 5 load steps. Due to the dimensions of the counterweights, it was not possible to achieve a central point load. Therefore, two point loads were applied at a distance of only 1.5 m.

As the final test, the maximum payload applied was an unbelievable 47 tons! During this last test, a gasp of astonishment rose from the attendees, as one of the mobile cranes loudly signaled an overload! But this was due to a lack of counterweight on the slew ring and not because of the crane's limitations. Even with the large steel truss, no damage or unexpected permanent deformation was observed, and final dye penetration tests on a few main welds also confirmed their integrity. In the end, Milos had impressively proven that everyone had done their homework and its grandiose product could now go into series production!

Area Four Industries UK

Glen Brown
Sales & Marketing Director
Area Four Industries UK

Glen is the Sales & Marketing Director of the first very first distribution office Area Four Industries established, which is located in Cambridgeshire, U.K. He leads a team of experienced truss and staging professionals responsible for UK, NI and Eire.

Your office was the most successful Area Four Industries distribution office in the world last year. How did you do it?

Simply put we had a great team that supplied a great range of products to a great variety customers. We had a tough challenge after an extremely successful 2016, so to repeat and exceed was beyond our most fantasied targets and was a huge achievement for Area Four Industries UK. We saw significant growth in all sectors for our brands, especially Milos, Litec and EXE hoists securing the pole position choice for live production / rigging rental companies.

In the past, you only sold one brand – Milos. How has your business changed with the portfolio of brands you now offer?

The Area Four Industries program continues to growth from strength to strength with a strong cross pollination of clients and projects within the UK. One day a client may be buying a Milos construction, the next a Litec product, and the next a JTE solution to suit their exact requirements for that specific project.

What benefits did Area Four Industries bring to your operation, now that you're distributing multiple brands? What value added are you bringing to your customers?

The reality is Area Four Industries is the largest department store imaginable that offers the widest range of truss, staging and automation solutions. Somewhere within our portfolio, we have the perfect solution for any application.

What type of customer is most likely to buy from you? Are they bigger or smaller companies?

Our client base and market spread is extremely wide, with many interesting and diverse industries using our products for their own specific technical or aesthetic requirements. The truth is we care about the millimeter and the mile, the same detail and level of support is applied from the smallest project to the largest construction.

Are you taking advantage of the synergies within Area Four Industries, from a product and knowledge base point of view?

We commonly refer to Area Four Industries as having the "Power of 4". Four huge brands, Milos, Litec, Tomcat & JTE, which have their own separate identities but seamlessly combine to create a super-power of knowledge and experience.

Each brand has its own unique technical infrastructure, which provides invaluable close-level support for everyone on the front-line at Area Four Industries UK and our customers.

What are your short-term and long-term plans?

Our short-term plans are simply to continue doing what we do best, supplying products that don't come back to customers that do! Each individual brand is engaged in a continuous development program, so we look forward to the future with many exciting new products and technologies.

Long term, I'd like Area Four Industries to be the first supplier of truss to Mars. Watch this space!

Litec

Strutture. Soluzioni. Sinergie.



Andrea Santello

R&D Director at Litec

Andrea is Litec's R&D Director, as well as an experienced Structural Engineer. He leads the charge in developing new products, improving existing products and managing custom and bespoke projects for Litec customers around the world.

When did you start with Litec and how did your career develop over the years?

I've been working for Litec since 1st September 2011. I started as Project Manager to support the sales team with projects that are not part of their standard offer. After a couple of years, I was given the opportunity to lead my first big project: a 21 m x 15 m, 16 m high anechoic chamber. It was a really big success and the customer was extremely happy with the result.

In the summer of 2015, the position of technical manager at Litec became available. The Managing Director of Litec put his trust in me and I was promoted to this role. I was only 28 years old at the time.

Litec is seen as one of the most prestigious truss companies in the industry. Do you think this recognition is well deserved?

I completely agree with this statement. My colleagues in the technical department and I invest a lot of time in discussing how to develop and improve our structures. We make prototypes for new products and use the best available software to design and draw the structure and calculate payloads.

How would you describe an average Litec customer?

A typical Litec customer is a person who likes to speak directly with us and be fully involved in the development of his structure. I see them as people who would prefer going to a tailor for a new suit rather than to a mall.

What is a typical day for you? What issues are you normally dealing with?

Fortunately, I don't have a typical day. My job is very heterogeneous, in that it allows me to collaborate with all of the Area Four Industry and brand offices.

I prepare the design for the customer, analyze the load capacity of our roof or support elements, work with the designer on developing various elements, provide support to the purchase manager for sophisticated structures, work together with the production manager in verifying non-compliance, manage CE and TUV certification for Litec, assist customers during the initial set-up of their custom structures, cooperate with the Marketing team for the creation of all technical information and keep in touch with external certification offices.

Obviously, I am only able perform all these tasks thanks to the team that supports me!

Can you tell us about some of your new products? Which product do you consider the most interesting?

I'm particularly happy this year, as we're introducing three completely new products that were created from scratch.

The first product is the new DST system called "DST66", which is completely different from the smaller "DST52". It's stronger (the load capacity of a single unit is 990 kg compared to 630 kg for the DST52) and faster (maximum speed is 60 m/min instead of 20 m/min at 50 Hz).

Apart from this, we've developed a new system to simplify the connection of truss to each other.

Another nice and useful product is the "Hoist Box Truss", which houses the EXE-Rise 500 kg. This housing is 500 mm long and can connect with our TX30SA, TH30SA, TX40SA, QX30SA, QH30SA, QX40SA and QH40SA series truss without disassembling the half spigot on the end plates.

The last product is the "MyT Virtue". This is a new truss within the MyT family, but smaller (850 x 670 mm). It's a folding design to save space during transportation and has a higher load capacity than Litec's RL105A and all other truss on the market with the same dimensions. In fact, we've developed a complete MyT Virtue roofing system that includes a new tower and a new sleeve block with a mechanical safety block.

In addition to these new products, we're offering a new version of the reinforced Maxitower 52 for increasing load capacities of existing roofing systems, like the RL105A system.

What do you consider your most exciting project last year?

The most exciting project was definitely the structure for the Ed Sheeran World Tour. This project was special not only because it was such a famous artist, but also because the covering of the structure was an "egg timer" shape that was featured in a previously produced video, so I had to create a "skeleton" that could support the load of this pre-designed shape. In addition, the structure had to be easy to assemble and needed to contain all equipment within the structure.

In addition, we were under a lot of pressure due to the tight timing. It's always exciting to tackle these type of projects when you have an extremely professional team with members that work well together.

What direction will Litec take in the coming year, and beyond, with its products and projects?

The goal of Litec is simple: we want to be the best! We would like to be seen as the "tailor" in our industry, the company that meets every challenge and comes with the best possible solutions.

I think we're headed in the right direction, considering the leading projects we've handled in the past few years and the new products we've developed, such as the MyT roof system. In fact, our MyT Folding Steroid roof system recently won a gold star product award from PLSN magazine in America.

We sat down with Andrea Santello and Jan Cernota to learn more about their product development and sales activities.



Jan Cernota

Litec Export Sales Manager

Jan is the newest member of the Litec sales team and is responsible for export sales. His long-term sales experience for some well-known brands across the world is an asset to the team and will greatly benefit Litec's customers.

Although you're a new member of the Litec sales team, you're not a new addition to the Area Four Industries Group. Can you tell us a little about it?

Yes. I joined the group in September 2016. So I've been in the "family" for more than 18 months. When I started, my daily activities revolved around the JTE brand in the EMEA region. As readers will notice when flipping through this magazine, JTE is expanding its activities with products that complement the extensive range of truss, support structures and staging products brands from the Area Four Industries group offer.

But let's go back to the Litec brand. In January 2018, I received an offer from Litec to become Export Sales Manager and become part of the professional team in Casale sul Sile,

Italy. All of their activities are geared towards fulfilling their mantra: Strutture, Soluzioni, Sinergie! I like their style of doing business and feel a natural connection with their team.

Can you tell us about your experience in the entertainment industry?

If we talk about "entertainment and shows", we have to go farther back in my history. I was originally a professional violinist, with a classical education at a conservatory in the Czech Republic. After my studies, I started working as a technician and sound designer in recording studios for a number of years. I then spent ten years doing production at a film studio. So I guess you can say I've been in the entertainment business for 25 years.

What about your sales experience?

In 2007, I went to the "other side" of the entertainment business and started working as a sales director for a company that distributes professional sound equipment brands, such as AKG, Lexicon, Soundcraft, etc. I was responsible for a team of six people. The sale of products, in fact, was only one aspect of my responsibilities there, as we also developed complete projects for our clients and took care of installation. So you could consider it a real "hands on" job.

If we take this experience, combined with my time in sound creation, sound recording and film production, I believe that I'm better able to understand the needs of our customers and be a true partner for them. I want to avoid the perception of being someone who just sells boxes of product. This is really important to me.

Can you explain Litec's tagline "Strutture & Soluzioni & Sinergie" and how it is relevant to your activities?

"Strutture & Soluzioni & Sinergie" translated into English is "Structures & Solutions & Synergy". This tagline was created to summarize what Litec feels are the three most important qualities they offer to customers.

"Structures" refers to the wide range of Litec products that offer extreme safety, high quality construction and stylish good looks. User-friendliness and ease of construction are also designed into every Litec product.

In our business, the relationship between the products we produce & sell, and what they are used for on a daily basis, is extremely important. And I think I won't be far from the truth if I use a more appropriate word for the products we sell – "Solutions" with a capital "S"!

Litec feels that finding a good solution is not enough. The very best solution should be found, and at a fair price. This is often a difficult task. But I have to say that when I see the work of our R & D department, I get excited about their ability to consistently approach each project with inquisitive minds and come with a unique solution that clients ultimately fall in love with. I'm convinced this approach motivates both the team and everyone around them.

Today's entertainment business is completely integrated. It's a place where one area of specialization cooperates with another, and very close relationships are formed. We can call it true "Gesamtkunstwerk". And within this framework, Synergy among all elements is extremely important. That's why Litec products are designed with synergy in mind, increasing overall safety and promoting efficiency of the whole.

What can Litec customers expect from you going forward?

Litec business partners can count on me to be fully available and always ensure that we meet our commitments to them. Establishing and maintaining trust between Litec and its business partners is always my ultimate goal.



Workshops & Forums

Rigger's Voice



The voices of experience

In February of this year, [Area Four Industries](#) headquarters launched "Rigger's Voice", an annual two-day advanced technical and theoretical forum. It was developed as a result of riggers being more and more involved in the decision making process when choosing materials for productions around the globe. This year's session was held at the [Area Four Industries](#) HQ / [Milos](#) factory in Roudnice nad Labem in the Czech Republic.

The core concept of Rigger's Voice is to impart highly technical knowledge to attendees, who are the most experienced riggers in the industry, and promote networking between them. Leading the forum is [Area Four Industries](#) Technical Director and Structural Engineer, Dipl.-Ing. Norbert Tripp, who is joined by product manufacturers within the [Area Four Industries](#) group.

During the two-day forum, rigging professionals are given highly technical presentations and participate in lively discussions between themselves. They discuss rigging practices, the influence of rigging on structures, truss designs and calculations, statics, how they are working on a daily basis, and solutions they've found to certain challenges. Part of the discussion also involves bouncing ideas off of each other. As everyone in attendance is extremely experienced and skilled, all information and discussions take place at a very high technical level.

Since Norbert and product manufacturers are taking part in these discussions, further insight is provided to the riggers from a manufacturer's and structural engineer's point of view. Likewise, riggers share valuable insight they've gained over the years with Norbert and the manufacturers. It's truly a win-win situation for everyone in attendance.

The benefits and value of Rigger's Voice are shared equally between all attendees, manufacturers, and ultimately, the industry as a whole.

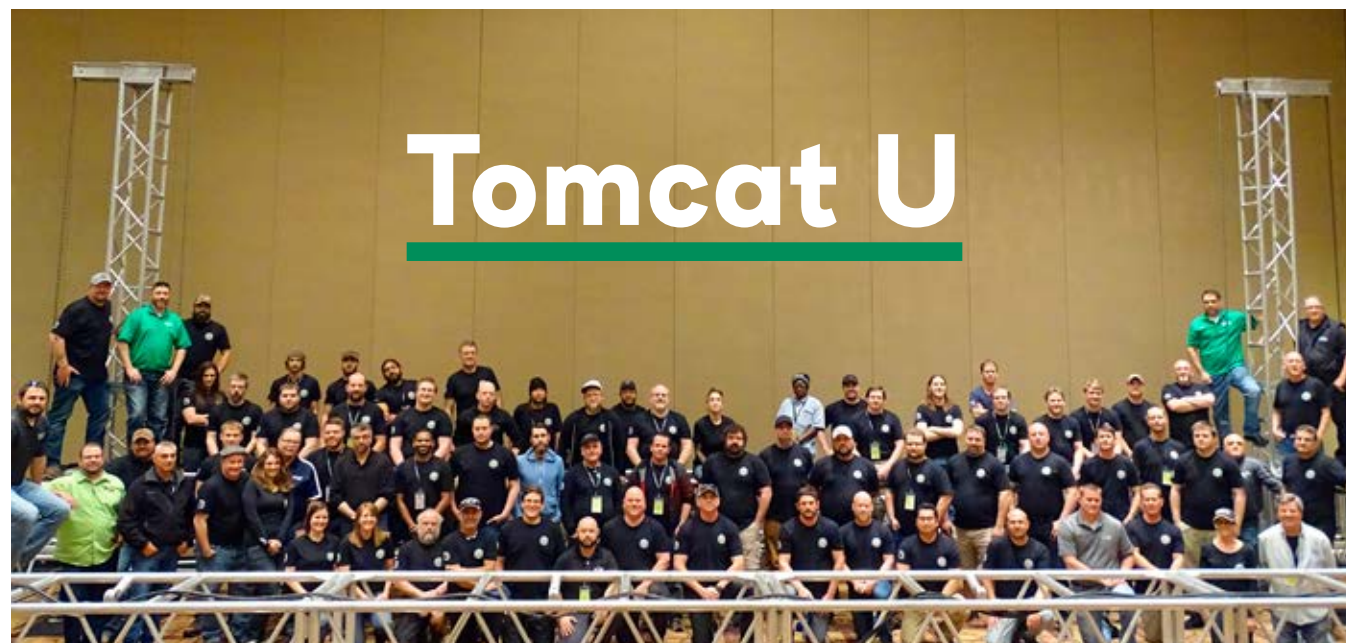
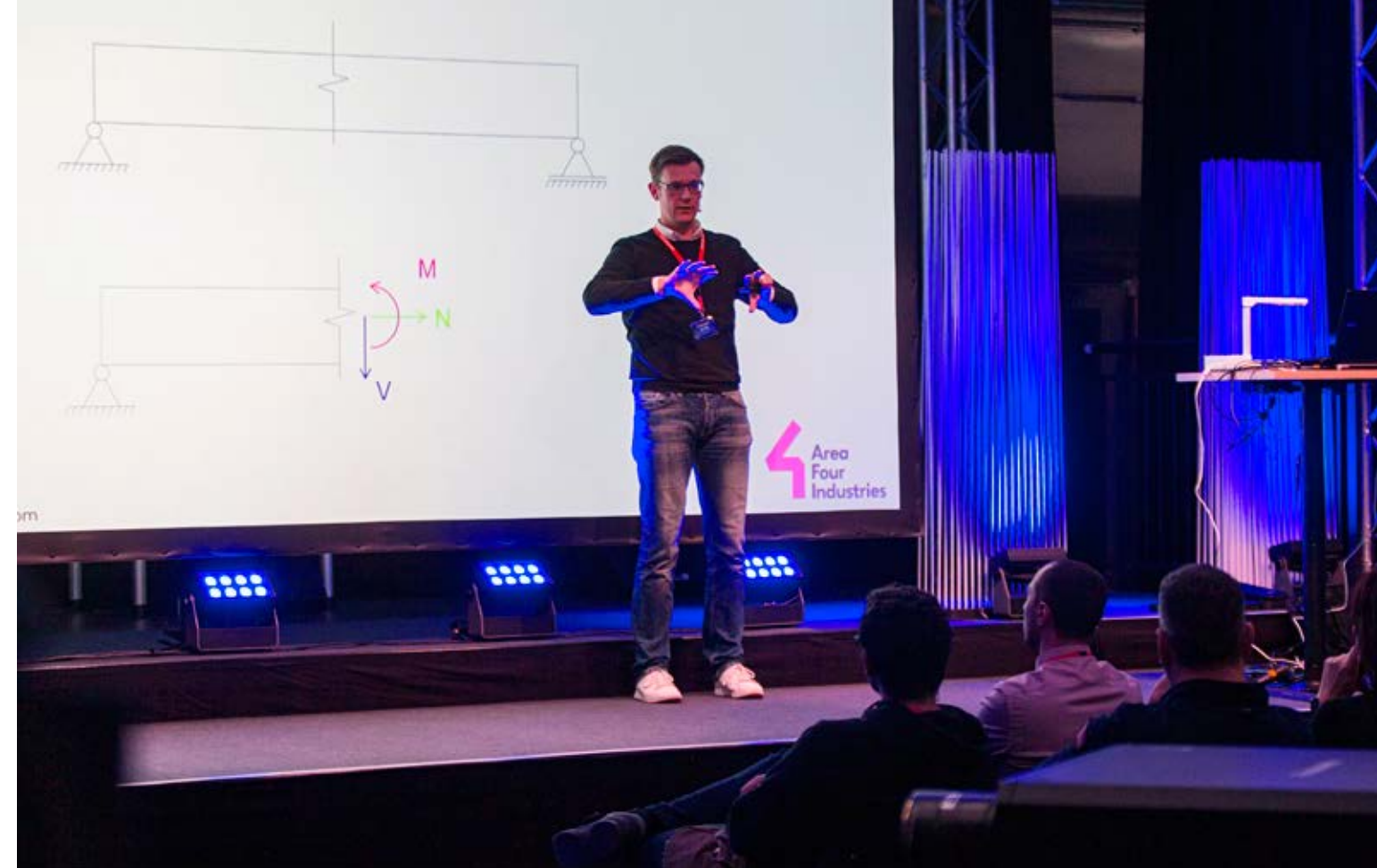
Milos Product Academy

To help increase knowledge about Milos products, an annual workshop called Milos Product Academy is offered to Milos distributor sales teams and other participants. The workshop is held at Milos factories in Roudnice nad Labem, Czech Republic and Guangzhou, China.

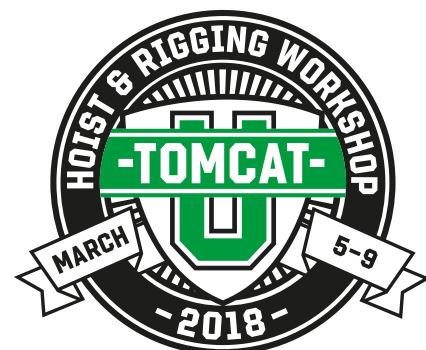
In order for sales teams to effectively present and sell products like truss, truss structures and chain hoists, their technical properties and features need to be fully understood. Milos has therefore created the two-day Product Academy workshop, which includes training courses and presentations on truss, chain hoists and temporary structures.

During the workshop, many myths within the truss and staging industry are discussed and all questions from participants answered. Milos products are showcased in and around the factory during the workshop, and participants have the opportunity to visit the Milos Factory during their time there.

At the end of the course, all participants receive a certificate of attendance from Milos.



Tomcat U



Sharing knowledge and experience that benefit the industry

Tomcat U is an annual workshop that reinforces the Area Four Industries education promise by giving attendees access to the long time knowledge and experience of industry professionals, who teach rigging practices, hoist maintenance, fall protection, truss theory and other industry standards.

The workshop is held once a year in Gatlinburg, Tennessee and is attended by rigging and industry professionals to increase their knowledge in specialized areas and add to their professional value. The ultimate goal of the workshop is increase safety in the live event and staging industry, as well as help increase the level of professionalism across the board.

Dipl.-Ing. Norbert Tripp at AV Alliance

Revealing the truth behind truss at AV Alliance Academy Days

Area Four Industries Technical Director Dipl.-Ing. Norbert Tripp was one of the distinguished speakers selected to make presentations at the 4th Annual AV Alliance Academy Days held in Stuttgart, Germany on December 4th and 5th, 2017.

Norbert was chosen for the conference due to his long time experience as a structural engineer within the event technology industry and his extensive knowledge of truss & the structures that support this equipment.

"The truth behind truss" presentation from Norbert was given on the 1st day of the conference, and covered regulations for truss manufacturers and truss users, statically indeterminate systems and cantilevers on truss. Furthermore, he spoke about the correct orientation of truss, the correct way of slinging truss and continuity of truss bracing. The presentation was full of important information and was well received by participants. Since most of the conference participants specialize in light and

sound, and are not so familiar with truss technology, many questions were raised, discussed and clarified in a lively discussion.

AV Alliance (www.avalliance.com) is a network of more than 70 event technology rental specialists located in 47 countries that have met stringent international standards to ensure they provide customers around the world with absolute quality and reliability.

For the past four years, the AV Alliance has held its successful Academy Days conference, where Senior Project Managers, Senior Engineers, and 2nd and 3rd tier management attend presentations and breakout sessions that deal with leading event technology.

In the end, all participants profited from the subject matter presented during the conference and the numerous networking opportunities that were made available to them.

Milos Bucharest roof

Projects



The largest roof ever engineered by Milos!

The TimeShift festival in Bucharest, Romania was the debut of the largest roof ever engineered and sold by Milos! The massive MR5 Heavy-Duty roof measured 31 × 18 metres and covered the main stage of the first edition of TimeShift Bucharest Music Festival – an event where technology and music come together to create something groundbreaking!

The TimeShift Music Festival was a four-day event held from July 20th–23rd and featured a total of four stages, with the Milos MR5 roof covering the main stage. Featuring such world famous artists as David Guetta, DJ Snake and Bloc Party, Milos helped TimeShift ensure its mission of providing the means for its audience to “step into another dimension”!

The client for this project was A.S.C. Systems Sound & Light, based in Bucharest. A.S.C. Systems has been in operation for 17 years and is one of the most important rental companies in Romania for stage, light & sound equipment. Their primary goal is to provide customers with solutions that meet their budget, without sacrificing quality, and delivering technical solutions that meet the highest standards.

When asked about his choice of the Milos M5 roof, A.S.C. co-owner Alex Oprita answered, “We’ve been working with Milos for the past 10 years and that’s why we chose them. They have good products.” When speaking about

value for money, Oprita said, “It’s what we were hoping for.”

The highly customized MR5 roof was an intensive project that made full use of [Area Four Industries’](#) “Technical Sales” service. Dipl.-Ing. Norbert Tripp, [Area Four Industries](#) Technical Director, carried out the engineering design for the roof and static calculations, including the substructure. At the beginning of the project, members of the A.S.C. team met with Tripp and Milan Kolousek ([Milos Sales Representative](#)) to define their requirements for the roof and agree on the most important details.

Tripp also worked closely with the team at German scaffolding company Layher, which provided the scaffold and stage decks for the roof. The Layher stage was an integral part of the roof and it was crucial to work closely with the Layher team to carry out all necessary engineering calculations.

The final structure delivered to A.S.C. was a highly customized [Milos](#) MR5 heavy-duty pitched roof measuring 31 × 18 metres and mounted on a 1.8 metre high Layher Allround Stage. It had a clearance height of 11 metres and featured a cantilever of approx. 2 metres in front and .7 metres in the rear of the stage. There were a total of six Milos M390-QTKT towers on the main stage, and two M390-QTKT

towers supporting each side house. Canvas sheets mounted on 129 mm kedar profiles covered the top of the roof and canvas mounted on 252 mm Kedar profiles served as the three walls.

The ability of the TimeShift festival to have its audience “Step into another dimension” required the Milos roof structure to carry a large amount of light and sound equipment. Therefore, Tripp designed the roof to handle a 24,000 kg uniformly distributed load (UDL) on the horizontal beams above the main stage, and an additional 7,000 kg for PA and LED-screens in each side house. The total load was 38,000 kg.

To meet the Romanian wind standards, the structure was designed to withstand maximum gust speeds of 30.3 m/s (109 km/h), which is more than European standards require. To the joy of concert organizers, the weather was perfect all four days and the roof was not exposed to extreme conditions.

Tripp, Kolousek, Lukas Zeman ([Milos Structural Designer](#)) and Ales Roucek ([Area Four Industries](#) Marketing Manager) supported the roof build-up, which took a total 4 ½ days. The Layher stage was constructed on the first day and then build-up of the [Milos](#) roof took an additional 3 ½ days to complete.

Libera on the Beach



The remarkable Litec Alusfera 76 II roof was recently selected to serve as the main stage for one of the most unique concert beach events of the year – the “Summer Beach Arena”.

The Summer Beach Arena is an annual concert series at the Rimini harbour and has the main stage physically located right on the seafront beach!

From July to August, live bands and DJ sets from well-known Italian artists and world-famous international stars entertain beachgoers from sunset to the early morning hours with great music and energetic shows.

Many well-known local and international artists perform each year, working the crowds up to a dance-crazed frenzy! The main artist for this year’s event was the amazing, world-famous Chemical Brothers!

The 21.5 m (W) × 13.4 m (D) × 10.3 m (H) Alusfera 76 II roof used at this year’s event served as an impressive backdrop for the performances, protected performers from the elements and featured two 12 metre high towers for the main PA. It was most definitely the king of the beach!

Studio 2 Rimini, a strong Litec partner since the 1980’s, provided the roof and was responsible for the main stage. Studio 2 Rimini is a leading company in the region for the

rental and assembly of structures for trade fairs, congresses and live events. They work with leading companies for their structures and employ highly experienced personnel in the field of design and consulting.

“For the Summer Beach Arena, we wanted to propose something unique and beautiful to the eye, while also being suitable for the event. The Alusfera roof from Litec was the obvious choice.”, said Valerio Vitri, Senior Project Manager for Studio 2 Rimini.

The Alusfera 76 II is an arched roof that’s a truly special structure on the world market. It has been designed to limit exposure to the rain, make assembly easier and increase load capacity. It features front and rear arches, a unique solution to secure the main arches to the ground, and alternative set-up options. The Alusfera used for the month long Summer Beach Arena claimed a self-weight of 3,700 kg, a UDF of 3,600 kg and could withstand wind speeds of up to 10 m/second (36 km/hour), thanks in part to its 4.600 kg ballast.

Its world-class design and intelligent engineering effectively overcame all local challenges and performed flawlessly for the duration of the Summer Beach Arena event!

The main truss used in the construction of the Alusfera II is Litec’s one-of-a-kind Libera 76

truss. Unlike standard box truss, LIBERA is a flat truss and was designed as an open structural system that uses standard modular elements connected together in ways that allow varied design and geometry of the finished structure. The flat design of LIBERA truss is one of its main features, which allows for unbelievably low volume during transport and when storing in your warehouse. It comes with universal steel fork ends and universal four-way star connection or male/female pass-through fork connection for fast, easy and secure build-ups.

“This event was definitely a challenge, but thanks to the support Litec provided to our engineer and video/lighting company, we were able to design the best solution for installing the underlying technical equipment.”, said Vitri. Describing the event itself, Vitri excitedly said, “The Alusfera II roof did an amazing job during the extended time it was on the beach and looked really impressive! Alusfera is the ideal framework for great shows and concerts! We look forward to using it again in the future.”

The Alusfera II roof system with Libera truss has been designed to add Italian style and finesse to a large variety of live outdoor and indoor events. Spice up your next show with Litec!

Lear puts their trust in Milos truss

Milos recently delivered and installed support structures to hold power distribution (air, electricity and data) for machine equipment, lighting fixtures and control monitors in the new production hall of Lear Corporation Seating Slovakia, Ltd. (www.lear.com). The structures for this new production hall, which produces car parts for Western Slovakia, were constructed from the strong and durable Milos M290B series truss.

The client for this job was City Light Slovakia, Ltd. (www.citylight.sk), which is a long time Milos customer and specializes in the import, sale and installation of professional technical equipment.

The brief for the project was clear – deliver an easy, yet robust, support structure for power distribution equipment custom designed for the new Lear production hall. Based on this brief, and in cooperation with Lear Corporation, project documentation was developed to address the location of various support structures built in accordance with the size of the production lines. Construction was carried out by City Light Slovakia project manager, Peter Kudla.

“We’re very happy with the quality of Milos truss and the service we received from the Milos sales and engineering teams. Despite the large number of aluminum truss segments required for this structure, installation went smoothly due to the precision manufacturing of each, individual truss section. The resulting structure fits perfectly with our needs and sits well in our client’s production hall. We’re extremely satisfied with our purchase and would recommend Milos for similar installations.”, said Marek Plancar, owner of City Light Slovakia, Ltd.





EXE-Rise hoists support Neg Earth Lights' busy schedule

The complete trust that Neg Earth Lights (www.negativeearth.com) have put into [EXE Technology](#) products was clearly demonstrated last year when they purchased over 200 new EXE-RISE units within a six-month period.

Recent purchases included 250 kg, 500 kg, 1000 kg and 2000 kg units, all featuring the new 8:1 safety factor standard and FEM class 2 m rating, along with some specific Neg Earth Lights customisation.

For over 30 years, London-based Neg Earth Lights has been one of the premiere entertainment lighting and rigging hire companies in the live events industry. For a wide range of clients, they provide premium levels of support and value for money through the provision of skills and advice in project management, design, fabrication and maintenance, together with the supply of crew, for large scale music festivals; tours; ceremonies; sporting events; theatrical production and corporate events. Their aim is to always be at the forefront of innovation and design whilst maintaining the highest safety standards.

We recently sat down with Neg Earth to discuss why they chose EXE-RISE hoists and how they had been performing on the job.

How satisfied are you with the new EXE-RISE hoists?

The current EXE-RISE hoist (8:1 range) has seen some fantastic improvements. For example, the way in which the wiring has been arranged internally, and also the upgrade of the limit switch assembly, especially in the 500 kg hoist. Mechanical improvements have seen the chain size increase, leading to a higher safety factor. Another great part of the EXE-RISE is the external nylon guide used, with a carefully designed chain opening to avoid damage to internal components if the chain sees any twists. This guide is so important with regards to longevity of the hoist. The way in which you can remove this guide in two sections on the 500 kg hoist saves time, money and allows the technician to make the change without having to remove the chain. The chasses have carefully machined gaskets that allow for a high IP rating, and so far, this has proven to work well in the toughest of outdoor tours. As stadium tours get larger, and as hoists exposure to the elements increases, this serves to be an important factor to the life of the hoist.

What are the advantages of using EXE-RISE hoists?

The new EXE-RISE range consists of fixed speed hoists that meet the latest safety requirements. Not only are the hoists great pieces of equipment, they also provide service at the highest level.

You have a very large fleet of EXE Hoists now. Are they proving reliable? If so, have you received any particular comments or feedback on reliability, and how they're performing on shows and tours?

They're proving to be very reliable and durable on tough tours. It took a little time at first to change people's opinions about them, but now many renowned riggers are asking specifically for EXE-RISE. This is really great feedback, since we usually don't hear many comments on hoists, as we normally get on lighting or other aspects of this industry.

Can you give us some examples of where the EXE-RISE hoists you purchased last year were used?

There were many events where they were used, but the stand out shows included Phil Collins, Guns N' Roses, Take That + ELO (Chris Vaughan – Production Director), Volbeat, Sting, Blink 182 and The Rolling Stones.

How satisfied are you with the service from [Area Four Industries UK](#) and [EXE Technology](#)?

The service provided from both companies has been second to none. In an industry that requires such a high level of service at short notice, it's very important to know that when we need assistance they will make that extra step.

More and more rigging and live event production companies are putting their faith in EXE Technology products – Hoists, Cell Interfaces, Drive Controllers and Dynamic Stack Tracks (DST) – with their safety and reliability proven show after show.

Area Four Industries TV

We'll soon be launching the world's first television channel fully dedicated to event engineered support structures

Two years ago, we launched a series of short educational videos focused on the entertainment event industry. We produced and shared these videos for beginners and professionals on our website. We were pleasantly surprised by your positive feedback and the frequency of views our videos received.

We are now exponentially multiplying our efforts in creating video content and organizing them in easy to navigate categories for your viewing convenience. Our official launch of the first event engineered support structure TV channel in the world will be on May 2018 at www.AreaFourIndustries.tv.

What can you expect?

- Video reports of product analyses and tests
- Interesting themes that relate directly to your work
- Interviews with leading international riggers
- Educational videos
- Introduction and testing of new products in the industry
- Interesting static calculations and tutorials
- Video tutorials for use of our products

The television channel will be focused on you. If you have any suggestions for interesting topics we could cover, send us an e-mail at editor@a4i.tv and we will consider them for production and broadcast.

Make sure to catch us online on May 2018! :)

ID Track

A flexible, high-tech response to our customers' requirements for better stock management.

Introducing ID Track, a flexible product identification solution developed by [Area Four Industries](#) for its portfolio of brands. It allows you to easily integrate the latest technologies – RFID, barcode, QR code, Bluetooth and NFC – on truss & the relevant accessories, as well as provide better support for the current identification technology you have in place for managing your truss & relevant accessory stock.

Its intelligent retrofit design allows for mounting on the products you have on hand and comes standard on new products from the truss brands in the [Area Four Industries](#) group – [Milos](#), [Litec](#), [JTE](#) and [Tomcat](#).

ID Track consists of a permanent ID plate that displays the serial number of your product and features a flat surface where you can place your current or future product identification system. Its innovative wrap around design

allows you to discretely mount it on the tubes of your existing products for complete "smart" management of your stock. You're provided with easy accessibility to your identification technology, while the handling properties of your products and their aesthetic value are not affected.

ID Track gives you the means to easily and conveniently organize your stock... on your own terms.

Advantages of ID Track:

- Placed in an area not prone to scratches or wear and tear
- Visible/Invisible
- Firmly connects products to the structure
- Available in various colours
- Allows use of your own product identification system (RFID, QR codes, barcodes, etc.)

RFID, Bar code,
QR code, Bluetooth,
Wifi, NFC...
It's your choice!

Join our team, and build a successful career!

[Area Four Industries](#) and its eight global brands offer exciting career opportunities for the ambitious and highly motivated. Truss, support structures and staging products are an integral part of the dynamic, global entertainment industry and we've been waiting for someone like you to join our team!

One of the shining examples of the career opportunities we offer to our employees is Carmen Savarese. Carmen is one of the top executives of our group, advancing to her current position over a period of just six years. Here's her story...

Carmen is an Italian national and joined our team as a salesperson for our [Litec](#) brand, selling [Litec](#) truss and [EXE](#) hoists. After a few years of hard work, she was promoted to Global Business Developer and later to Chief Operating Officer. Last year, she was offered the position of Vice-President of Sales & Marketing – East at [Area Four Industries](#) America – East and Vice-President of Sales & Marketing at [Tomcat](#) USA – both located in the beautiful city of Knoxville, Tennessee.

Carmen attained this top position not only due to her strong work ethic and ambitious spirit, but the paths our company offers to talented employees. She is now living in Knoxville and thoroughly enjoying her new

and exciting life in the American South.

You, too, can experience the amazing opportunities we offer to members of our growing team. Your chances for advancement are only limited by your motivation to succeed.

Take your first step on a new career path by contacting us today. We're looking forward to meeting you!

One of the many fathers of [Milos](#) truss – Robert Sturm

Robert is one of the many manufacturing professionals who are the unsung heroes at [Milos](#). They ensure that all products leaving the [Milos](#) factory are not only safe for many years of use, but also adhere to the high quality standards [Milos](#) demands from all products that exit its doors.

How long have you been a welder?

I've been with the company since the beginning, a total of 23 years. It's really been amazing to see the phenomenal growth of the company over the years and I'm glad to be a part of it.

What would you consider fun or exciting about your work?

I work with truss circles and special projects, so I'm able to use my creativity for the many interesting projects that come through the factory during the year. It's always something new, so my work never gets boring.

How can you recognize a high quality weld? Is your work about speed or quality?

It's difficult to explain how to recognize a quality weld but what I can say is that our work is all about quality and making strong, high quality welds each and every time. As a welder, I understand the importance of keeping my work at a high level and always achieving the very best welds I can create. Safety is our number one concern, as all of the welders at the factory understand that lives are on the line with the products we're creating.

Would you say that you work in a good team?

Definitely. We are not only co-workers, we're friends. We often meet after work and even play sports together. In fact, there's a full-size, multi-sport playing field right outside of the factory. We have teams and play soccer and floor ball together some nights after work. So I can say we make a great team both inside and outside the factory.

What would you recommend to the company for the future?

I would say for management to continue the work they've been doing on the business side, as the sales success of the products we're creating everyday really inspires us guys in the back to keep doing a good job.

And, of course, that management continues giving us the tools and technology to ensure that we can always achieve the highest level of quality and efficiency when producing our products.



Distribution offices

- 1 Area Four Industries**
United Kingdom

Unit 5-6 Beechwood Estate
Cattle Dyke, Gorefield Wisbech
Cambridgeshire PE13 4NR
United Kingdom

Area Four Industries

America

- 2** East
5427 N. National Dr.
Knoxville TN 37914
USA
- 3** West
950 Lawrence Drive, Suite B
Thousand Oaks, CA 91320
USA
- 4 Area Four Industries**
Germany

Johann-Krane-Weg 27
Münster 48149
Germany
- 5 Area Four Industries**
Headquarters

Spindlerova 286
Roudnice nad Labem 413 01
Czech Republic

Manufacturers

- 5 Milos**

Spindlerova 286
Roudnice nad Labem 413 01
Czech Republic

- 6 Milos**
China

House No.1-3, 6 Gong-Ye Road,
Da-Wen Cun
Dong-Chong Zhen, Nansha
district, Guangzhou
China

- 2 Tomcat**

5427 N. National Dr.
Knoxville TN 37914
USA

- 7 Litec**

Via Martin Luther King, 70
31032 Casale sul Sile (TV)
Italy

- 7 James Thomas Engineering**
Europe, Middle East and Africa

Via Martin Luther King, 70
31032 Casale sul Sile (TV)
Italy

- 2 James Thomas Engineering**
The Americas, Asia, Australia

5427 N. National Dr.
Knoxville TN 37914
USA