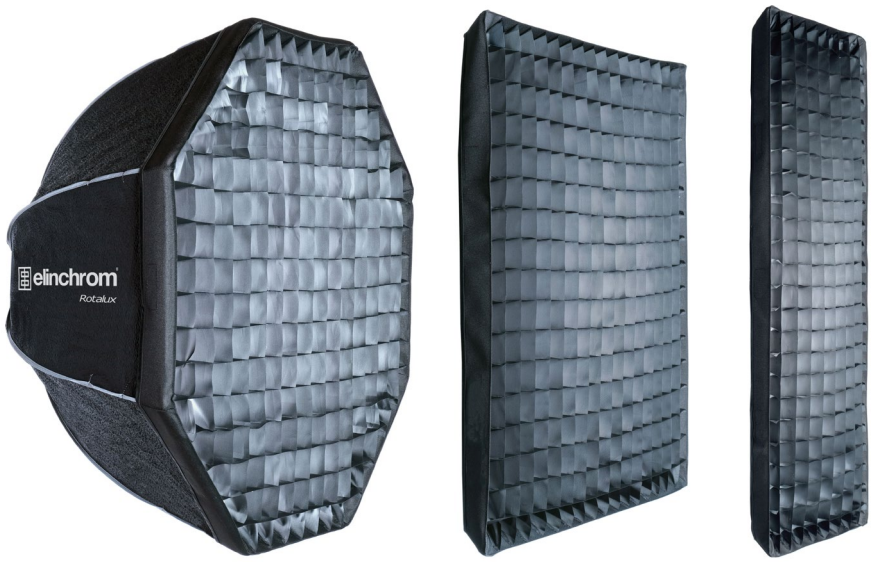
# ELINCHROM ANNOUNCE GRIDS FOR THEIR ROTALUX LIGHTSHAPING TOOLS.

## For 25 years, photographers have been using the Rotalux system to shape light. Now, Elinchrom added the Rotagrid for all popular Rotalux shapes and sizes.

October 21, 2019, Renens, Switzerland




### The Rotalux - the photographer's choice.

This year Rotalux is celebrating 25 years of being the visual creator's first choice of light-shaping accessory. Throughout these years Rotalux has been continuously optimised and refined to become even better.

### The missing piece.

Rotagrid is an optional accessory that gives visual creators the ability to reduce light spread with more control and precision than ever before. With Rotagrid attached to Rotalux, a new style of lighting becomes accessible.

### More diffusion possible.

As part of the refinements made to Rotalux, external diffusers – available as a single item – now enable a second external diffuser to be fitted for even softer diffusion or make attaching a Rotagrid even simpler.

**These new accessories are now available for every size and shape of the Rotalux range, a classic in lightshaping tools.**

# ROTALUX
## FEATURES

- **12 Shapes**
  Ranging from Square, Recta, Strip and Octa to Elinchrom's signature shape, Deep Octa.
- **Perfect light spread**
  Highest quality silver fabric for the best light distribution over the entire surface.
- **Extremely portable**
  The lightweight fabric and fold-down mechanism makes for a very portable softbox, saving carrying weight. A carrying bag is included for transport.
- **From softer to harder**
  The internal and external diffusers are used for the softest possible light.
  If a crispier and harder look is needed, go without diffusers!
- **The little differences**
  All diffusers are free of optical brighteners which don't influence the overall colour of the image you are creating.
- **Available for other brands**
  Aside from Elinchrom, Rotalux speedrings are available for all other major brands: Alien Bee™ & Balcar, Broncolor™, Bowens™ or S-mount, Hensel™ Expert and Profoto™ & Profoto OCF.
- **Optional Rotagrid**
  30° degree grids are now available for all 12 shapes to further control the spread of light or add new style to your images.
- **Optional deflectors**
  For Elinchrom users, the optional deflector set includes a silver, gold, translucent and frosted deflector which may be used to modify even further hardness or softness and to eliminate or tone shadows.

# ROTAGRID
## FEATURES

- **For all Rotalux**
  A compatible Rotagrid is available for every size and shape of Rotalux Softboxes; ranging from Square, Recta, Strip and Octa to Elinchrom's signature shape, Deep Octa.
- **30° Beam angle**
  Further control the spread of light or add new style to your images.
- **Rigid and tough**
  Constructed from a durable, lightweight fabric Rotagrids are structured to retain shape over time and maintain accuracy.
- **Quick set-up and take-down**
  Rotagrids attach swiftly via hook and loop fasteners and fold down flat for storage and transport.
- **Hard to misplace**
  All Rotagrids include a storage pouch with clear labeling to help keep things organized and accessible.

| SET CONFIGURATION | MSRP* |
|---|---|
| 1x Rotagrid<br>1x Bag<br>2 Years Warranty | Check price list |

*Minimum suggested retail price

# ROTAGRID
CODE NUMBERS & PRICE LIST

| | | | | |
|---|---|---|---|---|
| **Rotagrid Strip** | **35x100 cm** | **14x35"** | N° 26775 | 79$ / 69€ * |
| **Rotagrid Strip** | **50x130 cm** | **20x51"** | N° 26776 | 114$ / 99€ * |
| **Rotagrid Recta** | **60x80 cm** | **23.6x31.5"** | N° 26772 | 79$ / 69€ * |
| **Rotagrid Recta** | **90x110 cm** | **35.5x43"** | N° 26773 | 114$ / 99€ * |
| **Rotagrid Square** | **70 cm** | **27"** | N° 26774 | 79$ / 69€ * |
| **Rotagrid Square** | **100 cm** | **39"** | N° 26782 | 114$ / 99€ * |
| **Rotagrid Octa** | **135 cm** | **53"** | N° 26778 | 189$ / 149€ * |
| **Rotagrid Octa** | **175 cm** | **69"** | N° 26780 | 249$ / 199€ * |
| **Rotagrid Octa + Deep Octa** | **100 cm** | **39"** | N° 26777 | 154$ / 129€ * |
| **Rotagrid Deep Octa** | **70 cm** | **27.5"** | N° 26781 | 129$ / 109€ * |
| **Rotagrid Indirect Octa** | **150 cm** | **59"** | N° 26779 | 224$ / 179€ * |

*Excluding taxes

# EXTERNAL DIFFUSER
CODE NUMBERS & PRICE LIST

## A new external Rotalux Diffuser
The new external diffuser offers Velcro on the outer black frame, to hold the Rotagrid in place. This is useful for bigger Rotalux and Rotagrid sizes and prevents that during handling the Rotagrid comes off from the softbox, when an external diffuser is required for additional lighting options.

| | | | |
|---|---|---|---|
| **Diffuser for Stripbox - 26644 / 26180** | **35x100 cm** | **14x35"** | N° 26723 |
| **Diffuser for Stripbox - 26645 / 26181** | **50x130 cm** | **20x51"** | N° 26724 |
| **Diffuser for Rectabox - 26640 / 26175** | **60x80 cm** | **23.6x31.5"** | N° 26713 |
| **Diffuser for Rectabox - 26641 / 26176** | **90x110 cm** | **35.5x43"** | N° 26714 |
| **Diffuser for Squarebox - 26642 / 26178** | **70 cm** | **27"** | N° 26721 |
| **Diffuser for Squarebox - 26643 / 26179** | **100 cm** | **39"** | N° 26722 |
| **Diffuser for Octabox - 26647 / 26184** | **135 cm** | **53"** | N° 26717 |
| **Diffuser for Octabox - 26649 / 26186** | **175 cm** | **69"** | N° 26715 |
| **for Octa / Deep Octa - 26646/48 / 26183/85** | **100 cm** | **39"** | N° 26716 |
| **Diff. for Deep Octabox - 26650 / 26187** | **70 cm** | **27.5"** | N° 26702 |
| **Diffuser for Indirect Octabox - 26188** | **150 cm** | **59"** | N° 26703 |

# ABOUT
## ELINCHROM

**We deliver lighting solutions to all visual creators.**

By creating the world's most portable and durable lighting gear, we desire above all else to be a source of inspiration to all adventurous spirits everywhere; helping them capture and share life's most beautiful and greatest moments.

We are the brand that brings light to their adventures.

### CONTACT

**Facebook**: @ElinchromLTD
**Twitter**: @ElinchromLTD
**Instagram**: @elinchrom_ltd
**YouTube**: @elinchromLTD

**US Contact**: jeffl@macgroupus.com
**General Contact**: elinchrom@elinchrom.ch

What's your next adventure?