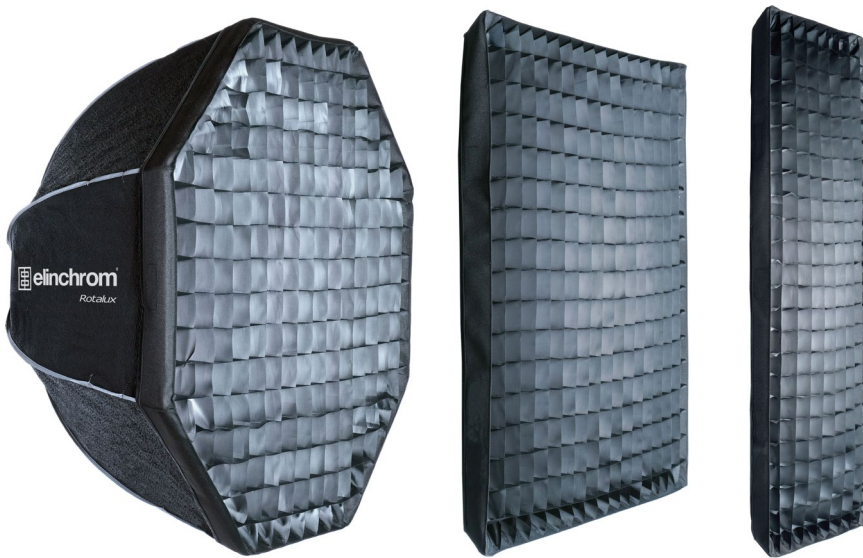


ELINCHROM ANNOUNCE GRIDS FOR THEIR ROTALUX LIGHTSHAPING TOOLS.

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

- 1x Rotagrid
- 1x Bag
- 2 Years Warranty

MSRP*

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

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The logo for elinchrom, featuring a stylized grid icon to the left of the brand name "elinchrom" in a bold, lowercase sans-serif font.

What's your next adventure?