



Production
Advantage
INCORPORATED

Production
Equipment
& Supplies
— 2011 —



What You Need,
When You Need It,
at a Reasonable Price.

ProductionAdvantageOnline.com
1-800-424-9991 • 802-651-6915 • Fax 802-651-6914





David Schraffenberger

David is VP and General Manager of Production Advantage, Inc. "Schraff" started touring with various productions in the seventies, his last with the First National Broadway Tour of "Breaking Legs" in the early nineties. Schraff has recently served on the Board of Trustees of the International Alliance of Theatrical Stage Employees, Local #919, and as a Board member of the Vermont/New Hampshire Direct Marketing Group.

Our People
make the
Difference

Production Advantage

INCORPORATED

Things are getting better. Slowly. Producers are producing. Directors are directing. Actors are acting. And we're keeping those lights burning. We're proud to say that Production Advantage is one of the lucky ones that has weathered the storm, coming out of it stronger and more responsive than ever. We're here to serve you, whether you need to find a handful of parts to keep your gear going just a little bit longer or you're one of the lucky ones that has had your funding come through for a much needed big purchase. We know the need hasn't gone away. We also know that if we can all hang in there long enough, the funds will be found.

The last few years have been tough and we're all being told that it's not over yet. Folks that study these things often graphically represent these economic downturns as a U or a V or sometimes even a W. This one seems to look more like an L with a precipitous drop and a long slow climb out of the bottom. Wall Street is delivering some decent returns, which bodes well for the endowments that support so many of our artistic institutions. If the stock market continues to provide reasonably good news we may start seeing more of our capital projects get the green light.

We have a strong industry. There's a lot of truth in the old phrase, "When times are good people have money so they go see shows; when times are bad people want to feel better so they go see shows." Production Advantage is proud to be of service to you, the people that give the audiences a reason to show up. We'll work very hard to validate your trust in us and get you what you need, when you need it, at a reasonable price every time you give us the chance.

Best regards,

David Schraffenberger, GM

What you need, when you need it, at a reasonable price. 24 hours a day! ProductionAdvantageOnline.com

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Our website is available to you any time you need to place an order. It's secure, easy to use and fully-loaded with the most complete inventory of all the equipment and supplies you'll ever need.

Easy Navigation

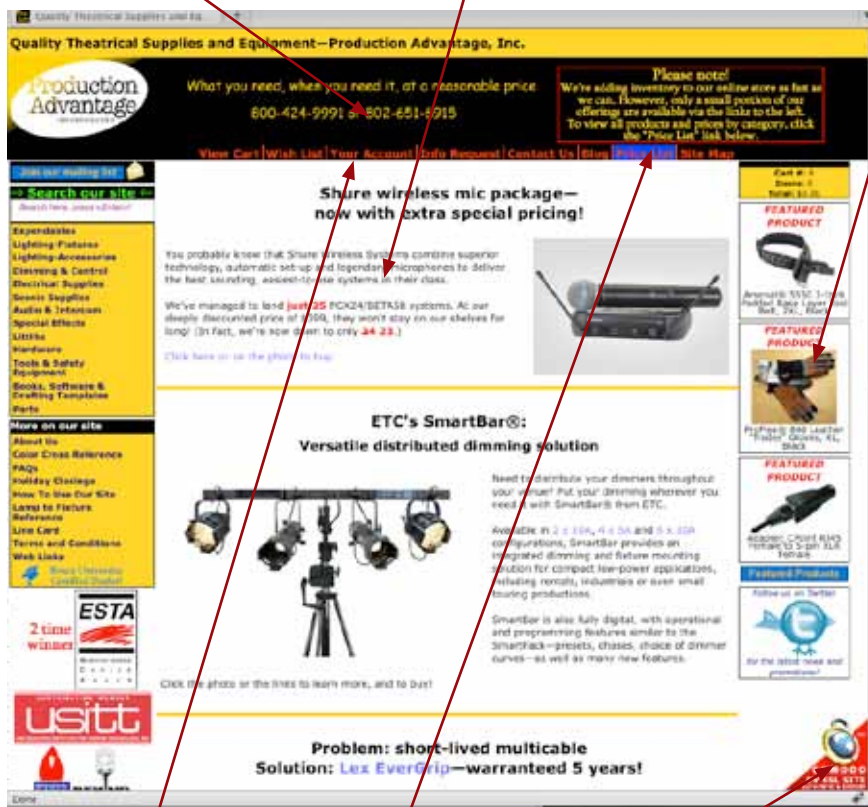
Simple, easy-to-find buttons will guide you quickly to what you need. Use the nav bar at the top of the page or the browsing panel on the side.

Special Pricing

Limited-time special pricing discounts on select items available only on our website.

Featured Products

Get the latest information on all the new theatrical equipment and supplies. We are in constant communication with all the manufacturers to find out what's coming up next.



Record Your Purchases

Create an account to organize purchasing information and simplify purchases even more.

Current Prices

Gives you access to latest prices on over 20,000 items in our inventory.

Secure Purchasing

Our site is COMODO authenticated and SSL secure.

Rocky Harlow

Rocky's been with us for over 15 years.

- B.A. Stage Lighting Castleton State College
- M.F.A. Lighting Design, University of South Dakota
- Designed lighting for and worked as Master Electrician Off Off-Broadway and professional stage productions
- Has served two tours in Iraq as a member of Vermont Air National Guard

Complete Inventory

Behind the walls of our website is one of the most complete inventories of theatrical equipment and supplies available on the web.

We pride ourselves in knowing your business well enough to anticipate what you're going to need, before you need it.





Bob K.

Bob is a seasoned theater production pro who is in his seventh year with Production Advantage. As a Customer Service Representative, he enjoys most the opportunity to work with customers to solve their technical problems and find what they need to put on their productions. Bob has thirty years of technical production experience, much of it touring the U.S.A. and the world.

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ProductionAdvantageOnline.com

Everything you could want, any time you want to shop for it.

Expendables

Tape

- 1" Gaffers Tape
- 2" Gaffers Tape
- 2" Gaffers Tape—Colors
- 3" & 4" Gaffers Tape
- Caution & Cable Path Tape
- Dance Floor Tape
- Duct Tape
- Electrical Tape
- Glow Tape
- Miscellaneous Tape
- Spike Corners
- Spike Tape
- Vinyl Spike Tape



Lamps

- Miscellaneous Lamps
- MR16 Lamps
- Non-ANSI Lamps
- ANSI Lamps
- Blacklight Lamps
- HPL & HX Lamps
- J-Series Lamps
- Metal Halide Lamps
- PAR, R & BR Lamps
- Xenon Lamps

Color

- Apollo Dichroic Color Filters
- Apollo Color
- GAM Color
- Lee Filters Color
- Miscellaneous Color
- Rosco E-Colour
- Roscolux Color
- Rosco Permacolor



Steel Patterns

- Apollo Patterns
- GAM Patterns
- Lee Patterns
- Rosco Patterns

Glass Patterns

- Apollo Dichroic Glass Patterns
- Apollo Crushed Dichroic Patterns
- Apollo SuperResolution Glass Patterns

- Rosco Image Glass Patterns
- Rosco Prismatic Glass Patterns
- Rosco ColorWaves Glass Patterns
- Rosco Colorizer Glass Patterns
- GAM Glass Patterns
- Custom Patterns
- Rope, Tie Line, Trick Line & Sash Cord
- Masking & Foil Products
- Batteries
- Miscellaneous Expendables

Lighting—Fixtures

- Film & Video Fixtures & Accessories
- Miscellaneous Fixtures
- Followspots
- Wash Lights
- LED Lighting Fixtures
- Ellipsoidal Spotlights
- Open Face Lights
- PAR Cans
- Strip Lights, Border Lights & Cyc Lights
- Intelligent Lighting



Lighting—Accessories

- Barn Doors
- Clamps, Safeties & Other Hardware
- Color Frames
 - 10" Color Frames
 - 6" Color Frames
 - 7" Color Frames
 - Miscellaneous Color Frames
 - Safety Frames
 - Selecon Color Frames
- Color Extenders
- Donuts
- Irises
- LED Lighting Fixture Accessories
- Lens Tubes
- Miscellaneous Instrument Accessories
- Pattern Holders
 - Altman Pattern Holders
 - Colortran Pattern Holders
 - Source Four Pattern Holders
 - Selecon Pattern Holders
 - Strand Pattern Holders

Color Scrollers & Changers
Color Scroller Cable
Morpheus Color Scrollers
Apollo Smartcolor & MXR Scrollers
Chroma-Q Color Scrollers
Ocean Optics SeaChanger
Wybron Color Scrollers
Top Hats

Dimming & Control

Architectural Controls
Lighting Consoles
Control Cables
5-Pin DMX Control Cable
3-Pin DMX Control Cable
Control Adapters & Terminators
RFU, Ethernet & Miscellaneous
Control Cable
Control Cable Connectors,
Faceplates
Bulk DMX Cable
Control Converters
Dimming & Control Accessories
Dimmers
DMX Distribution
ENTTEC Control Hardware & Software
ENTTEC Hardware Products
ENTTEC Bundled Packages
ENTTEC Software Products
Control Networking
Wireless DMX

Electrical Supplies

Two-fers, Three-fers & Adapters
Cam-Lok Feeder Cable Sets
Electrical Distribution
Fuses
Stage Extension Cables
Stage Pin Extension Cables
Twist Lock Extension Cables
Edison Extension Cables
Plugs & Connectors
Cam-Lok Connectors
Edison Plugs & Connectors
Miscellaneous Plugs & Connectors
Multi-Pin Connectors
2P&G Stage Pin Plugs & Connectors
Twist Lock Plugs & Connectors
Socapex & Veam Multi-Pin Cable
Wire, Cable, Ring/Flag/Spade Lugs
& Cable Ties

Bulk Power Cable
Cable Ties
Wire Leads & Sleeves
Ring, Flag & Spade Lugs

Scenic Supplies

Brushes & Sprayers
Custom Sewn Softgoods
Designer Products
Flame Retardant
Hampers, Soft Good Bags & Care
Miscellaneous Scenic Supplies
Painting Supplies & Accessories
Paints
Sculptural Arts Artists Choice Paint
Paint Additives
Rosco ClearColour Luminescent Paint
Rosco Clear Acrylic Glaze
Rosco Chroma Key Paint
Rosco ColorCoat Acrylic Enamel Paint
Rosco Fluorescent Paint
Rosco Iddings Deep Colors Paint
Rosco Off Broadway Paint
RoscoGlo Phosphorescent Paint
Rosco Supersaturated Paint
Rosco Tough Prime
Rosco TV Paint
Rosco Ultimatte® Paint
Rosco VividFX Fluorescent Paint
Wildfire Luminescent Paint
Posts & Drapes
Scenic Coatings
Softgoods & Fabrics
Staging & Flooring

Audio & Intercom

Audio
Audio Cables, Connectors & Adapters
Beltpacks
Headsets & Handsets
Intercom Power Supplies & Master Stations
Headset & Talkback Stations
Intercom Accessories
Wireless Intercom

Special Effects

Atmospheric Effects
Fog Machines
Haze Machines
Snow Effects
Fog Fluids

Our People
make the
Difference

Madelyn Baer

Madelyn has been a stagehand for over a decade and is a proud member of the IATSE Local 919. She brings her passion for lighting design and years of diverse technical theater experience to the Sales Team. Prior to joining Production Advantage, Madelyn received her degree from the University of Vermont, where she studied psychology and theater, focusing on theatrical design. Outside the theater, Madelyn enjoys working on her family's horse farm and dry British comedy.





John Carver

John has just arrived at Production Advantage but he brings with him over 30 years of theatrical experience. He has many years tenure running rental shops and scene shops. He is also currently the Technical Director at The DragonFly Performing Arts Center in upstate New York and owns an Event Design, production, and rental company. He looks forward to using his extensive product knowledge in helping our customers get what they need, when they need it, at a reasonable price.

Our People
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- Haze Fluids
- Fog Machine Accessories & Parts
- Gobo Rotators, Projection & Effects
- Lighting Effects
- Blacklights
- Candle Effects
- Miscellaneous Lighting Effects
- Rope Lights
- Strobe Lights
- Mirror Balls & Motors
- Miscellaneous Special Effects

Littlite

- Littlite Bulbs & Accessories
- Littlite Automotive
- Littlite Individual Goosenecks
- Littlite LED
- Littlite Raklites
- Littlite Lampsets

Hardware

- Curtain Track
 - ADC 113 Series Curtain Track
 - ADC 132 Series Curtain Track
 - ADC 140 Series Curtain Track
 - ADC 170 Series Curtain Track
 - ADC 220 Series Curtain Track
 - ADC 280 Series Curtain Track
 - ADC 350 & 340 Series Curtain Track
 - ADC 420 Series Curtain Track
 - ADC Curtain Track Accessories
 - H&H 100 Series Curtain Track
 - H&H 200 Series Curtain Track
 - H&H 300 Series Curtain Track
 - H&H 400 Series Curtain Track
 - H&H 500 Series Curtain Track
 - H&H 600 Series Curtain Track
 - H&H 700 Series Curtain Track
 - Miscellaneous Curtain Track Accessories
- Rigging Hardware
 - Anchor Shackles
 - Batten Hardware
 - Black Galvanized Aircraft Cable
 - Chain
 - Fly System Hardware
 - Galvanized Aircraft Cable
 - Gripples
 - Miscellaneous Rigging Hardware
 - Pulleys
 - Quick Links
 - Slings

- Swaging Sleeves
- Swaging Stops
- Thimbles
- Turnbuckles
- Wire Rope Clips
- Scenic Hardware
 - Casters
 - Deck & Flat Hardware
 - Grommets
 - Hinges
 - Hanging & Foot Irons
 - Miscellaneous Scenic Hardware
 - Wagon Brakes
- Lifts, Stands, Hoists & Truss
 - Lighting Stands & Booms
 - Pipe Fittings, Cheeseboroughs
 - Rota-Locks
- Sandbags



Tools & Safety Equipment

- Flashlights
- Safety Equipment
- Testers
- Tools
 - Carpentry & Scenic Tools
 - Cutting, Swaging & Cable Tools
 - Electrical & Focusing Tools
 - Grommeting Tools

Books, Software, Drafting Templates & Videos

- Books
- Drafting Templates
- Software
- Videos

Parts

- Audio & Intercom Parts
- Dimming & Control Parts
 - ETC Dimming & Control Parts
- Followspot Parts
- Instrument Parts
 - Altman Lighting Instrument Parts
 - ETC Lighting Instrument Parts
- Lenses & Reflectors
 - ETC Lenses & Reflectors
- Miscellaneous Parts
 - ETC Parts & Hardware
- Color Scroller Parts
- Sockets & Strain Reliefs

We know you can get tape, lights and cords almost anywhere. But you can only get this high level of customer service with us.

There was this developing new technology of the personal computer and we thought it would make a great tool for building a new kind of business. In the basement of a private residence we fired up our first PC (a Compaq Portable, with its little 9" green screen and a whopping 128K of memory), picked up the phone and got to work. We were committed to using this "Information Technology" to help us get you the gear you were looking for, negotiate a great price, and manage the most efficient delivery path to get the gear where you needed it. Some 20 years later we're no longer in the basement. We no longer store the light bulbs under the bed. We're in a 14,000 square foot state-of-the-art facility designed to process your orders as efficiently and inexpensively as the technology will allow. Now we have computers that keep track of our computers.

We treat every one of our customers like they were our only customer.

Even though we deliver products all across the country to over 10,000 customers, we still treat each one like they were our only customer. Because we are like you, theater people. Many of us have worked in and around theater for most of our lives. We understand what you go through and appreciate why you do it. And we're ready to support you in your efforts with adept sales people, a fast-acting fulfillment center and a billing department with a brain. When you order from ProductionAdvantageOnline.com you can rest easy because real, caring people are looking after you.

What do you get when you combine over 200 years of stage production experience and put it all in one room?

All jokes aside, you get the most experienced collection of sales people available through the web. Nowhere else can you search a website and then pick up the phone to talk to people with this level of experience in the field. People who have worked backstage with professional production companies. Who have advanced degrees in stage production design. Who have dedicated their lives, same as you, to producing outstanding stage productions.

We'll process, pack & ship your order fast.

Our fulfillment center will see to it that everything you've ordered is in route to you the fastest, most cost-effective way possible. No matter the volume, no matter how fragile, our fulfillment center can handle it.

Waste not, want not.

Everyone at Production Advantage is doing their part to minimize our impact on the environment. We have a stringent company policy for recycling all reusable paper products. We make a point to deal with electronic files as much as possible, thus minimizing our use of office paper. This year we've eliminated our catalog, choosing to provide the same high-level of service to our customers via the web. Why not, it reduces the use of paper, provides a better way of buying for our customers and it saves money.

DON'T FORGET
to put us on
your bid list!

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Ron Kline

Ron has a tremendous amount of practical industry experience. Like all our CSRs, he can help you solve almost any production problem.

- House M.E. at an IATSE road house
- Owner/operator of a local rental and production company
- Installer and field service technician for major manufacturers
- B.F.A. in Design and Production from North Carolina School of the Arts



Production Advantage, Inc.
P.O. Box 1700
Williston, VT 05495

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Kudos

"I was on a ladder describing a problem with my ETC Revolution to Bob K, who was passing the information to a tech at ETC. ETC was able to determine what part I needed, through Bob K, and shipped the part overnight, in a snowstorm, to me at Connecticut College. I received my part and my Revolution is back in service. I am a VERY happy customer thanks to Bob K and ETC!"

Bruce Valenti, Connecticut College

"Thanks so much Rocky. As always, you have been terrific."

Bill McCoubrey, Luna Lighting

Contact Us

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We are open for business Monday through Friday from 8:30 AM to 6:00 PM Eastern time.
We are closed:
Memorial Day
Independence Day
Labor Day
Thanksgiving Day
Day After Thanksgiving
Christmas Day
New Year's Day

Production
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Don't Leave Your Colleagues
in the Dark

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