**Rob LaLonde Chooses Matthews for Flex Seal Studio**

Burbank, California – Who can forget the infomercials with a screen door in the bottom of the boat or a boat being sawed in half, taped together and set afloat to show the proof of the miraculous Flex Seal® and Flex Tape® products with TV pitchman Phil Swift?

Since 2011, the CEO and co-founder of parent company, Swift Response, LLC has produced scores of hit spots about the famous Flex Seal® Family of Products. When it was decided to bring all production in house in 2017, Rob LaLonde was recruited from a long freelance relationship to grow a production/post team and build out a studio.

Swift Response is a family owned and run business located in South Florida. It’s a real American success story— the down to earth manner of Phil and the outlandish feats of his products are real, and that’s what sells. As Head of Production/Post, LaLonde is tasked with keeping the Americana reality-TV feel of the productions while constantly upping the ante, along with a production crew of 15 to 20 eager pros.

Due to their amazing success, driven largely by video content, LaLonde knows the benefits of top equipment and supports his favorite brands. It is no surprise that he keeps returning to another American family business, Matthews, for studio grip equipment. And they own plenty, including the CAM Tank, Apple Boxes, Flags, Rags, Frames, Menace Arms, Mini Booms, C-Stands, Combo, Mombo Combo, Digital Combo and Slider stands that he says, “get used all the time.” He’s also an early adopter of Infinity Arms and the accessories that are handy for all the interesting rigging they constantly come up with. He’s partial to Panel Stands with the Matthews Image 80 adapters too, explaining, “Panel stands are an amazing and well thought out tool. We use them daily with our Kino L80s.” And for 12K and 6K HMI’s they use Crank-O-Vator rolling elevator stands with their double riser system and puncture-proof wheels that are essential for toting the heavy lights.

So, what’s next for the Flex Seal family? A new product LaLonde can’t reveal yet and a move to a 20,000 square-foot state-of-the-art studio. And LaLonde says, he’s “looking forward to growing the relationship with Matthews.”

 For more information visit [www.msegrip.com](http://www.msegrip.com)

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**About Matthews Studio Equipment**

MSE now has 50 years of success in the manufacturing industry—specializing in hardware, camera and lighting support. Its equipment is being used on entertainment productions and in major studios in over 90 countries around the world. The company has been honored with two Presidential “E” Award for outstanding contributions to growing U.S. exports, strengthening the economy and creating American jobs. Matthews has also been honored by the Academy of Motion Picture Arts and Sciences and the Academy of Television Arts and Sciences for Technical Achievement. MSE offices are located at their state-of-the-art manufacturing facility at 4520 West Valerio Street, Burbank, CA 91505. [www.msegrip.com](http://www.msegrip.com)

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For additional photos and other news, please go to [www.aboutthegear.com](http://www.aboutthegear.com)

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