

Prolyte at Mediatech

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DWR stand at Mediatech



Prolyte truss showed off at the DWR Distribution stand at Mediatech 2015. Mediatech is the largest media and entertainment technology trade show in southern Africa, hosted every two years at the Ticketpro Dome in Northgate during July. DWR are the Prolyte distributors in South

Africa.



“I had a vision to create a forest,” said Nick Britz of DWR, who was the project manager for the Mediatech stand. “It ended up being more like a jungle, but looked fabulous.”



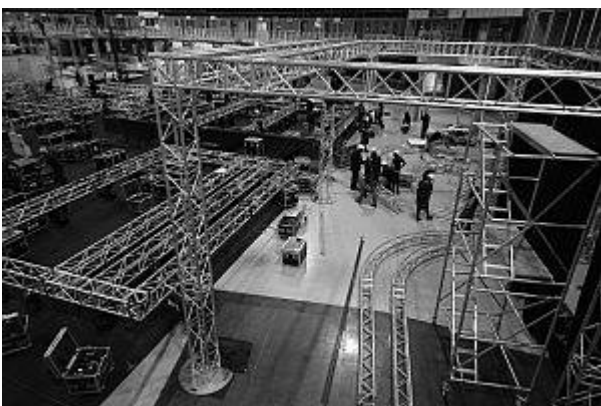
Working closely with Carl Du Preez, who was responsible for putting Nick’s concept onto paper, Polyte truss pieces were used to create an 8m tree in the centre of the stand. The entire DWR team contributed to make the dream come to life, with Keith Pugin and Robert Izzett ensuring the structural integrity of the project.



Nick Britz shares the vision. Lets have some eye contact Dave Whitehouse, Grant Joubert, Denzil Smith and Nick Barnes!

The greatest challenge was ensuring that everything lined up together within the space allocation given, a 9m x 12m stand.

Rental companies MGG Productions and Gearhouse South Africa, who set up the rigging points, built the stand. "It was really easy to work with them, as the crew are very much like our team where everyone pulls together. Real rock stars, especially Denzil Smith," said Nick.



The stand incorporated 20 Prolyte Stage Decks used as table tops to display the DWR product range and a circle centrepiece, which surrounded the bottom of the tree and served the same purpose.



Paul Erik-Haselooop (front) while Duncan Riley and Harry von den Stemmen have a moment in the background.



Denzil Smith from MGG

DWR were pleased to welcome the Prolyte representatives who attended the show. “Paul-Erik Haseloop is well known and respected in our industry and it was great to welcome him so South Africa again,” said Duncan Riley of DWR. “Our clients also enjoyed meeting up with Ralph Stockly and William Voskuil. It’s just phenomenal that our suppliers support us in this way and that Mediatech has grown over the years. Visitors attending end up having a world class experience.”



Carl du Preez from DWR



Keith Pugin and Schalk Botha



Respect to the MGG crew



