

ADJ Lighting Roadshow Impresses Across South Africa

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The ADJ Lighting Roadshow toured Johannesburg, Cape Town, and Durban in July, and was hosted by DWR Distribution. The event provided a comprehensive and hands-on demonstration of ADJ's latest lighting innovations, leaving a strong impression on everyone who attended.



Led by ADJ's Jos Reulen and Rob Lang, the showcase highlighted the performance, design, and value of ADJ's product range. The response from lighting designers, rental companies, technicians, and students was overwhelmingly positive – many people wondering, “what did I just

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see?"



“The DWR team and special mention to Jaques Pretorius really put the fixtures through their paces and Jos and Rob were very impressed, saying they had never seen such attention to detail from a distributor,” said Kevin Stannett, ADJ Brand Manager at DWR. “The demo rooms looked outstanding. In Cape Town, Johnny Scholtz completely cleared out his demo space to eliminate distractions. One visitor brought a light metre to compare performance data and confirmed that

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the fixtures exceeded expectations—showing higher CRI and more lumens than expected. The level of engagement was exceptional, and both Johnny and Juan Jansen van Vuuren went to great lengths to ensure a professional presentation.”



He continued, “In Durban, we made use of an external venue, The Vineyard Church. The setup was completed the evening before, and while attendance was smaller, the discussions were meaningful and the interest was strong. Thanks also to Michael Taylor-Broderick and Nick Barnes

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for your assistance.”



According to Duncan Riley of DWR Distribution, ADJ has a clear place in the local market. “We don’t see ADJ as a low-end brand. It represents great quality at an affordable price point, allowing clients to achieve a faster return on investment. With DWR’s technical support and service backing the range, customers can have full confidence in their purchase. Our partnership with ADJ has been exceptional—their team is supportive, and the response from the South African market

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has been outstanding. ADJ has been around since 1985, and we are proud to officially launch it here.”

For ADJ, expanding its footprint in South Africa marks an important milestone. “I’ve been with ADJ for 23 years and truly believe DWR is the right partner for this market,” said Jos. “When Duncan tested our products, he immediately recognised their potential locally.”

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Jos explained that ADJ has evolved significantly over the years. “The company started with basic lighting effects such as mirror balls and static fixtures. Over the past seven years, we’ve invested heavily in research and development, creating products that meet the demands of professional users and production companies. We’ve also shifted our focus from retail to the professional sector, working closely with installers, integrators, and production companies who expect performance, quality, and reliability.”

This was Jos’s second visit to Johannesburg, having previously attended Mediatech. “The DWR setup was excellent,” he noted. “Customers were impressed not only by the quality of the products but also by the technology and development behind them.”

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For Rob Lang, it was his first visit to South Africa. “We were warmly welcomed and had meaningful conversations with many industry professionals,” he said. “We hope this leads to long-term relationships and future collaborations.”

Rob also highlighted ADJ’s market approach. “We offer approximately 80% of the features of leading brands, but at a far more accessible price. That enables customers to either expand their lighting inventory or allocate budget elsewhere. ADJ stands for versatility, performance, and

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value.”



During the roadshow, Rob introduced the Hydro Flex L19, part of ADJ’s IP-rated Hydro Series of moving heads. “It features 19 powerful 60W RGB LEDs, delivers over 50,000 lumens, and includes a 6°-56° zoom range. Despite its IP65-rated aluminium housing, it remains bright, responsive, and extremely reliable,” he said.

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The ADJ Lighting Roadshow was a resounding success. With innovative, affordable, and high-performing products supported by DWR's expertise, ADJ is well-positioned to make a lasting impact on the region's professional lighting market.