Anolis LED technology at Lighting Show Africa 2015

Anolis LED technology aimed at architects and available in South Africa from DWR

Establishing the Anolis brand in South Africa, it was a pleasure for DWR Distribution to exhibit at Lighting Show Africa 2015, part of The Power & Electricity World Africa, hosted at the Sandton Convention Centre from 24 and 25 March 2015.

The exhibition was a first for DWR and John Saunders, Sales Director of Anolis LED products, flew up for the occasion to assist on the stand.

John Saunders from Anolis (far right) with the

DWR Team Grant Joubert, Nick Britz, Carl du Preez and Nicolet Britz.

"The show was very busy, well attended and well organised," said John. "Because it's was so varied representing different industries, it would have been nice to see more lighting fixture manufacturers, there were a lot of lamp manufacturers. But saying that, the interest in Anolis was good. Overall it was a positive experience."

Grant Joubert from DWR agreed. "It was a good show and a great opportunity for DWR to showcase our LED products," said Grant. "It was our way of confirming that LED high quality technology was the future. There were so many different people from various walks of life to meet amongst them energy and power ministers from different countries, energy and efficiency consultants, electricians, lighting consultants and architects. For DWR it was a great way to introduce our name and products, and how this modern lighting solution will impact future projects, to the architectural lighting market.

The stand would not have been possible without the hardworking team at DWR with thanks to Grant Joubert who oversaw the project, Carl Du Preez for design and content, and all the builders, sales team and crew. Our gratitude also extends to M&M Expo and Multi-Media.

Nicolet Britz and Carl du Preez from DWR

"In the allocated space, we were able to showcase many products" ended Grant. "It has been an amazing experience for DWR's architectural lighting department."