

# AVS Hire delivers big city tech in Mbombela

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Kyle Nel, Xolani Gwebu, Regard Odendaal, Sakhile Khumalo and Sakkie Coetzer.

Mbombela, formerly known as Nelspruit, is a city encircled by farms producing the tastiest citrus fruits, mangos, peanuts and avos and is located on route to the Kruger National Park and the Mozambique border. Surrounded by rocky hills and a stone's throw away from spectacular waterfalls and lookout points, you'd be surprised that Mbombela has also produced one of the most professional technical event gear companies in the country... meet AVS Hire.

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Company owners Kyle Nel and Sakkie Coetzer have a determination to succeed and their focus on delivering a professional product has awarded them the respect of fellow rental companies throughout South Africa. Along with their friendly down-to-earth attitude, they deliver outstanding service no matter how big or small the event. They launched their brand-new website- [www.avshire.co.za](http://www.avshire.co.za) - at the start of the year, which demonstrates their excellent workmanship.

Part of the company's growth has been educating their clients. "People often want a Johannesburg-standard end-product, but within a Mbombela budget," Sakkie says. When clients see the extra effort AVS Hire put into an event, they realise that it's not just a fly-by-night service provider trying to make a quick buck. "The AVS team strive for a high standard and pay attention to the finest details, whether it's a birthday party or an outdoor show. Little things like cable trays, positioning of lighting and neatly attired crew can make all of the difference."

What sets AVS apart from other rental companies in the area that they serve has been their commitment to continual investment in professional gear. "There have been times when we have considered investing in cheaper gear to be more competitive, but at the end of the day, do you really want a client that can't afford you or who does not understand your prime business?" says Sakkie.

Being 400 kilometres away from Johannesburg, it has been essential for Sakkie and Kyle to purchase gear that is supported up by reputable distributors that are willing to go the extra mile. "This is where DWR Distribution has been so amazing," says Sakkie. "For example, we were experiencing issues with one of our DiGiCo consoles on a show in Komatipoort last year, and Kyle Robson, the DiGiCo product representative at DWR, managed a turn-around time of only four hours when assisting us to get up and running again. When we make a decision about investing in gear, we always keep the service we'll get from a distributor in mind, which is why we have such a great relationship with DWR."

The business has demanded a great deal of attention and personal investment from Kyle and

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Sakkie over the years, but it has paid off in the end. “One of the things that we really appreciate is being acknowledged by other companies within the entertainment industry,” says Sakkie. “When MGG Productions visits Mbombela to work on the annual Innibos festival, we’re the only local supplier that they ask to assist them, and it’s always a privilege to do so.”



Kyle Nel and Sakkie Coetzer

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AVS Hire believes in giving back. “We have a program where we take students that are studying studio work at a local college with us to site and provide them with an opportunity to get some hands-on experience in the live events industry,” he expands. “I must tell you, it often opens their eyes, as they soon realise that this industry is not a matter of sitting behind a desk, but carrying equipment, late nights, early mornings and always aiming to take the standard up a notch when working on an event.”

In addition, AVS hire are monthly contributors to the SOS Charity Fund, which makes an effort to extend support and assistance to industry technicians and their families during times of crisis.

“I recently asked Kyle what he would like to do after AVS Hire, and there is no plan B,” Sakkie reflects. “This business has become our everything. Our sole focus is to take this big ship and steer it in the right direction. All I really want is to live in the knowledge that when the AVS ship departs from an event, we’ve left behind a good footprint.”