

ClayPaky Celebrates a Successful Mediatech Africa 2019

The Italian lighting leader, ClayPaky enjoyed a crowded filled Mediatech Africa 2019. Mediatech housed a ClayPaky stand that displayed some their best-selling products and their new fixture, the Xtylos. Massimo Bolandrina, sales manager at ClayPaky, extends his praise to the South African Trade Show saying, “It is wonderful to see our work being appreciated here in South Africa and the reception to our new Xtylos has been remarkable”.

The ClayPaky stand was primarily a demo of the Xtylos, the new laser-based lighting fixture. With just four Xtylos fixtures and three B-Eye’s Kevin Stannett, a sales representative from DWR Distribution managed to put on an incredible demo. With a blacked-out room and 15 guests every half an hour the show was consistently full, with people walking out informed by DWR Distribution sales representative Marlene Riley’s voice over and amazed by Kevin’s work with just a few fixtures. The show put the power of the Xtylos on full display showcasing its bright colours and powerful beam. Outside of the demo area were a number of new fixtures on display including the Sharpy Plus, the Hy B-EYE, The Axcor 600 and 400 and the Mini-B, all drawing attention from the eager attendees of Mediatech Africa 2019 securing the stand an award for excellence from the Mediatech administrators.

Massimo says, “DWR was great in their ability to show off the fixture and make people feel special”.

