

DWR Distribution attends Astera Training in Munich

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Astera, renowned for its battery-powered, remote-controlled LED lights in the film and event lighting industries, recently hosted distributor training in Munich, Germany. DWR Distribution was invited to enhance their expertise with the latest product knowledge and maintenance practices.

Johnny Scholtz from DWR took part in the Train the Trainer sales program, which was presented by Jesper Soerensen. The session delved into the various applications of Astera's lighting solutions. It included a company and product overview, a focus on the Titan LED engine, Maintenance, Aster App (complete control) and control via DMX and CRMX.

On the technical side, DWR's Workshop Manager Bruce Riley and Technician Cascar Munyai attended the Astera Service Training presented by Thor André.

"The training covered everything from technical specifications to repairs and warranties," said Bruce Riley. "It was great to connect with distributors from around the world, like the team from Controlux in the Netherlands. Between the laughs, Thor also emphasised Astera's approach to business and ethics. For them, it's really about the people which is how we do business too."

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DWR's Cascar Munyai and Bruce Riley.

It was the first time for Cascar to visit Munich, and he was captivated by the city's beauty and warm hospitality. "It was an eye-opening experience, diving deeper into Astera repairs, understanding the technical details, and learning more about each product component," Cascar shared.

A big thank you to Astera, with special thanks to Thor, Jesper and Bengi Güven for making the DWR team feel so welcome.