

## DWR partner with Alpha Technologies



Joseph Milan, Managing Director at Alpha Technologies who will be integrating Absen to their product range. He is seen here at the recent Infocomm, Las Vegas.

DWR Distribution is excited to announce a strategic partnership with Alpha Technologies, aimed at bolstering the presence of Absen LED displays in the Southern South African market and fostering closer collaboration with system integrators and professionals in the audiovisual sector.

Alpha Technologies, a prominent distribution firm with branches in Johannesburg, Cape Town, and Durban, specializes in delivering high-quality audio, visual, and automation solutions tailored for the African market.

Tiaan Hoogstad, Marketing Director at Alpha Technologies, expressed enthusiasm about the collaboration: "Alpha Technologies is delighted to integrate Absen displays into our product portfolio, extending the brand's reach to our esteemed dealer network. This partnership not only enriches our offerings but also unlocks new prospects, demonstrating the innovative prowess of Absen products to a wider audience."



Spencer Thomas, Technical Director at Alpha Technologies.

DWR has been an esteemed distributor of Absen since 2017. Jason Johnstone, representing DWR Distribution, emphasized the shared commitment to exemplary customer service and top-tier equipment: “We are confident that Alpha Technologies shares our dedication to customer satisfaction and professionalism. This collaboration marks an exciting opportunity to further amplify the Absen brand. Backed by DWR’s technical support, Absen has established itself as a trusted brand. We eagerly anticipate the synergies that will emerge from this partnership.”