

DWR takes on Vari*Lite Distributorship in SA

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Express yourself. – Story courtesy Louise Stickland – DWR Distribution has been appointed as the official VARI*LITE distributor for South Africa.

VARI*LITE had been scouting South Africa for some time, and Bob Schacherl, VP of Sales visited earlier in the year with the objective of identifying a suitable partner company. Whilst there, he consulted with many industry professionals and “The company most frequently mentioned was DWR” he recalls.

He was also familiar with Duncan Riley’s history in the industry, and the passion and enthusiasm that drives the company and has carved out its reputation for delivering world class customer service and support “a goal also shared by VARI*LITE. He was also aware the DWR already distributes several premium brands, so it was a natural fit”.

Riley and Schacherl met recently at PLASA 2008 in London and came to a verbal agreement which has now been formalised. Schacherl says he is “every excited” to be entering the South African market.

Riley comments, “The timing was perfect for us. Apart from that, we’re delighted to have VARI*LITE onboard. It’s such a well respected brand, with an amazing pedigree and history of innovation that has made it truly legendary”. He adds that it’s also a testament to the ongoing development and buoyancy of the South African production industry that a demand is emerging for products of this calibre.

DWR’s technical manager Nic Britz is due to visit VARI*LITE’s HQ in Dallas and receive full product training, enabling DWR to continue to offer the superlative technical support and back up for which it is known.

The first sale is also expected to be announced before the end of the year .. so watch this space!