

Gold for DWR at Mediatech



– Story courtesy Louise Stickland

Leading South African lighting sales company DWR Distribution enjoyed an extremely busy Mediatech 2009, with the added bonus of winning a Gold Stand Award for its stunning booth.



The 3 day biennial exhibition for production, broadcast, entertainment and leisure industry technology took place at The Coca-Cola Dome, Northgate, Johannesburg at the end of July, with record visitor figures and massive interest being shown in all sectors of the market. There was also a leap in international awareness of the show.

DWR showed products from all its premium ranges, including Robe, MA Lighting, Vari*Lite, Avolites, CM Lodestar, Arkaos, Strong and many others. Eight international visitors representing various brands joined the

DWR team for the exhibition.

It was the first time that MA Lighting's new grandMA2 console, the revolutionary new Robin range of moving lights from Robe, and Vari*Lite's VLX Series of LED wash luminaires had been showcased in South Africa. All received great attention



In addition to having one of the best looking stands of the show, the DWR booth was also one of the busiest, with plenty of good quality inquiries resulting. Says Duncan Riley, "The interest was incredible, and the show was an ideal networking opportunity for us to catch up with many existing clients *and* make lots of new contacts. While you can have close relationships with your clients, they still don't necessarily realise or see all the products you can offer. Mediatech was our chance to show them".

Andrew Muller from Custom Gobos was overheard saying, "This is like a mini PLASA" referring to the general footfall, buzz and freneticism around the Dome.



DWR's preparation for Mediatech included a complete pre-build of the stand at the premises of MJ Event Gear. "A big thank you to Mike Jones and his fantastic crew and Mark Gaylard and all at MGG for their technical assistance and for the extra kit" says Riley.

On the show days Harry von den Stemmen from Robe, John Jones from UK-based lifting specialists LTM, George Masek from Vari*Lite and Nicolas Saia and Giorgio Molinari from Molpass all joined DWR on the booth. Paul Young and Alex Cowen from James Thomas Engineering and Lucky Ludlow from TMB also flew to South Africa for the event.

"It was a hugely successful and well organised show, which I think gave a real boost to many companies in these economically challenging times" concludes Riley. "We received numerous SMS's and Emails, and there were many people who have confirmed that it was a very worthwhile event."

