

Inside ROXX's Journey: Catching Up in South Africa

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You only truly understand the sweat, grit, and tears that go into starting a new company if you've done it yourself. When German lighting pioneer Thorsten Sattler, Managing Director at ROXX Light, visited South Africa earlier this year for client demonstrations and an Open Day—his second visit following the first in July 2023—it was clear that getting this far had taken a tremendous effort. Yet, what stands out is the passion and determination of a man committed to getting everything just right. While the work is challenging, it is inspiring to see a dedicated team develop a brand that is gaining a reputation, appearing on large stages, and earning international recognition.



(Above): Thorsten Sattler from ROXX during an open day in Johannesburg.

ROXX has experienced remarkable growth, strategically expanding into new markets—including France—and strengthening its product line with innovative, scalable solutions. The products are so perfectly manufactured and carefully designed that you know they're an investment you'll never regret—and something you'll want more of.

“Two years ago, ROXX was very young, and we were just beginning to work with distributors in selected countries,” Thorsten Sattler reflected during a successful ROXX Open Day held in Johannesburg. “Today, we are focusing heavily on international business, opening new territories, and expanding our presence on stages around the world. ROXX is wearing bigger shoes now, and it's thrilling to see the growth in touring projects, television productions, and live events.”



Recent innovations, including the NEO Lite which has a battery operated option, and the ultra-compact NEO Mini, have garnered international attention. On large stages, the company continues to gain ground, with fixtures like the Cluster Blinder featured on tours. ROXX also goes to great lengths to attend international exhibitions—not just to present, but to showcase innovation.



“Every week and every year brings a new challenge,” Sattler added. “Our R&D team, led by Daniel Garcia, constantly develops new possibilities based on industry feedback. We carefully select projects to innovate and push boundaries, and the response has been phenomenal.”



DWR's Jaques Pretorius put together a thoughtful demo and setup to highlight the performance and flexibility of the ROXX range. On display were the Cluster S1 & S2 Series with accessories, the E.SHOW Series, NEO FX, and the compact NEO Mini, B4 and B4 FC, along with the rest of the ROXX family. It was a great chance to get hands-on with the gear and see what these fixtures are all about.



(Above): DWR's Jaques Pretorius presented a demo that truly highlighted the power of ROXX.

In South Africa, ROXX equipment has already made a mark on high-profile concerts and live events, proving itself a wonderful investment for lighting designers and production companies. Sattler noted, "Once professionals work with ROXX, they rarely want to go back. It's brilliant equipment that delivers results every time."

