



MA Lighting visit SA market

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Time spent with grandMA



By the end of August, MA Lighting had shipped well over 800 grandMA consoles alone for 2007. No need to explain that DWR Distribution is “small fry” compared to other distributors in the world, yet, when Michael Althaus, MD and René Berhorst, Technical Sales and Project Coordination, visited Cape Town and Johannesburg in August, it was as if the South African market were their only client.

Perfect weather conditions in Cape Town ensured that the overseas visitors would enjoy their stay, and for René in particular, who a couple of years ago spent six months living in Melville, Johannesburg, it was like being home again.

Both the rental and theatre industry were invited to a hands on introduction to the grandMA lighting console. This unconventional “granny” charmed her way through the sessions, with her unlimited capabilities and clever technology, virtually converting the strongest opposition brand users.

A special word of thanks extends to Alan Muller and his team from FX Unlimited who professionally arranged and catered for the Cape Town stretch of the leg, held at the International Convention Centre. In Johannesburg, a big thank you to the DWR Distribution team who ensured a successful day. Two additional days were set aside for specialised training on the grandMA console.



DWR Distribution would like to thank all participants for disrupting their busy schedules to join us. We also sincerely appreciate the time, dedication and support we have received from MA Lighting. To Michael, who spent his last few days as a bachelor in South Africa, may you and Daniela have a lifetime of joy.