

MJ are first in SA with BMFLs



Theo Rood and Mike Jones from MJ Event Gear with Duncan Riley from DWR

MJ Event Gear has made a bold step as the first South African investor of 24 Robe BMFL Spots. They celebrated by inviting some of country's top LDs to view the impressive lighting tool, which is making waves across the world.



Truck arrives! DWRs Eazy Moeketsi and Simon Ndlovu with David Mhlongo and Zeeks Sebatjane from MJ Event Gear.

"It's a big winner," said Mike Jones, owner of the Johannesburg based rental company, MJ Event Gear. "With a bit of time and as more people use it, I believe it will be the number one specified light on riders."



Robe BMFLs arrive at MJ

Before making the final purchase Jones did his homework and also contacted a few designers for their respected opinion. "Everyone was very enthusiastic about the product and no one had anything negative to say," he said. "It is the brightest light in the world and there is a lot of hype. I think it will do very well."



Jones saw the Robe BMFLs for the first time when demonstrated by DWR Distribution, the South African Robe distributor. "My existing lights were becoming long in the tooth and we were looking for a punchier fixture. The BMFLs have three modes- 1200w, 1500w and 1700w enabling them to be used on medium throw to long throw applications, superior colour mixing and lighter than any other comparable fixture and are fast. This is what I call a signature fixture !!"



MJ invite LDs to view the Robe BMFL at their premises.

As Robe specifically designed the Robe BMFL after listening to the needs and wants of lighting designers, MJ Event Gear aim to promote the fixtures to the talented group of creatives in South Africa. Jones personally rang up numerous LDs, inviting them to his 'shop' in Randburg but not fully disclosing what it was all about! The surprise event was met with a great turnout and guests had opportunity to get their hands on the multi-functional BMFLS over an ice-cold beer.



One of the highlights of the evening was when the units were taken outside and projected onto buildings and into the night sky. LDs were surprised to see the projection quality, zoom range and colour mixing over distances of 150m and more. A feature that stood out and was tested was the newly patented Robe EMS (Electronic Motion Stabiliser) which enables the BMFL to absorb vibrations from audio output, truss movement and sprung or suspended floors.



“Mike really will be catering for lighting designers and operators all of whom are really eager to use the BMFLs,” said Duncan Riley of DWR. “At the moment, especially because they are so new, it’s wonderful that MJ have stock. On our side, an enormous thank you to Mike Jones, Theo Rood and the entire MJ team for their ongoing support. We trust the units will work very hard and deliver amazing results.”



Theo Rood

Over the years MJ has been the first to purchase new technology on numerous occasions. “But I haven’t been this excited about a new product!” said Jones with a gleam in his eye. All products at MJ are supported by with excellent service and a dedicated team.