Norwood Productions lights up with even more ADJ

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Randburg-based technical supply company Norwood Productions has expanded its lighting

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arsenal with the addition of 30 ADJ Jolt Panel FX IP fixtures, supplied by DWR Distribution. The new investment complements the 30 ADJ Jolt Bar FX units the company has purchased over the past couple of years, bringing its Jolt inventory to an impressive 60 fixtures.



Norwood Productions offers a full turnkey technical solution for events, from planning and design through to equipment supply, installation and on-site technical support. Their inventory spans a wide range of gear, including audiovisual, rigging, lighting, power and sound.

Founder Chris Norwood, an early adopter of the ADJ brand, says the decision to invest further in the Jolt range was an easy one.

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“We bought the fixtures because, for the cost and what they offer, they’re excellent,” says Chris. “We can use them for eye candy or architectural lighting – and now that they’re IP rated, they work well outdoors too. They can act as a wash fixture, and the strobe effect is fantastic for live shows, whether it’s rock ‘n roll or dance events.”

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Having purchased a variety of equipment from DWR Distribution over the years, Norwood says the reliable support played a major role in choosing ADJ.



“We don’t have to stress about repairs because DWR backs the product,” he explains. “ADJ has also become a bit of an industry standard because of this. There are a lot of them on the market, which makes dry hire easy, and if we need to scale up to something like 100 fixtures for a show, we know we can source additional units without a problem.”

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Durability has also been a key factor.

“For the price, the quality is really good,” adds Chris. “We brought the first ADJ fixtures into our rental stock in 2023, and we haven’t had a single issue or needed repairs.”



The ADJ Jolt Panel FX IP is a multi-purpose fixture designed for strobe, wash, and eye-candy effects. It features 800 x 0.5-Watt RGB SMD LEDs combined with 48 x 5-Watt white SMD LEDs positioned in the centre to deliver a classic strobe look. Both sets of LEDs are divided into independently controllable zones (6 white and 40 colour), allowing lighting designers to create dynamic animated chase patterns.

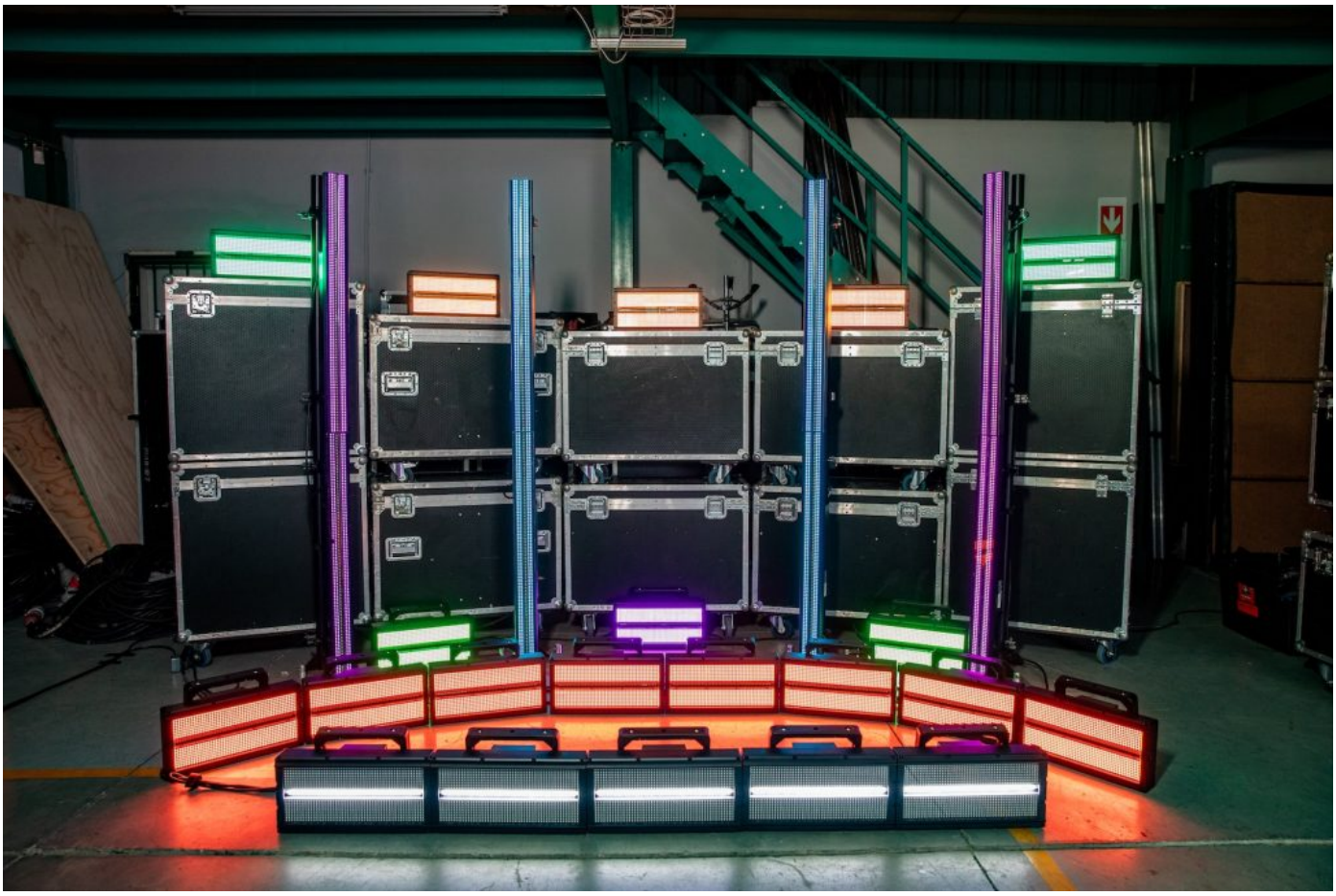
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“ADJ has grown in reputation in South Africa,” says Kevin Stannett, who heads up lighting sales at DWR Distribution. “The team behind the brand provides excellent support, while clients really enjoy the versatility of the range. Thank you to Chris for your continued support.”

Duncan Riley of DWR Distribution comments, “It’s been wonderful to see Chris and Norwood Productions grow from strength to strength. Chris is always a pleasure to work with, and we truly value his support.”



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