

# Prolyte Stands Strong at Mediatech Africa 2019

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Mediatech Africa 2019 saw Dutch truss experts Prolyte exhibit and inform. Prolyte were displaying their best selling and newest products whilst making connections with prospective clients and keeping in touch with existing ones.

The newest addition to the Prolyte products range is the Prolyte Ground Anchor. The ground Anchor is designed to be the solution of providing counterweight to temporary demountable structures without the difficulties associated with installing a proper ballast. John Postma from Prolyte says, "The event started out strong. A lot of people were interested in the ground anchor and the Verto Truss." The three-day trade show was a busy time for Prolyte, "The interest in our products here in South Africa is great," says John Hadfield from Prolyte. JP de Vernon, Keith Pugin and Rob Young from DWR Distribution, the official Prolyte distributors in South Africa, also manned the stand and introduced many South African clients to the Prolyte team.

John Postma and Paul Hadfield were both pleased with the results of their stand at the Mediatech Africa 2019 tradeshow and John goes on to say, "We started strong and we ended strong," which



is always a good sign.