

Pure Event Gear invests in Prolyte Verto and ChainMaster motors

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Pierre Griffioen from Pure Event Gear has been in the technical rental business for over three decades. While he's worked across sound, lighting, audio, and LED display panels, it's rigging, trussing, and motors that have always made his heart beat a little faster.

With this passion in mind, Pierre has spent the past five months investing in additional Prolyte Verto trussing and accessories—an exciting and bold move for the South African rental market—while also expanding his inventory of ChainMaster D8 motors to a total of 40 units. His new gear debuted at a recent fighting championship, The Storm held in Sandton, where, to name drop on this one occasion, Dricus du Plessis was in the audience. “The punches were hard and the supporters were loud, but the Verto truss went up silently,” Pierre smiles.

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Pierre began investing in Prolyte when DWR Distribution took over the brand's distribution in South Africa in 2012. Since then, he's built a versatile rigging inventory that includes everything from standard trussing to stage decks, which include acrylic top decks, still without scratches! "I like their products and what they're doing. When the Prolyte team visit, they always bring something new and innovative, like their recently launched GM5 Stage Deck. Also, my dad was born in the Netherlands, so there's a bit of heritage there! I've never been, but I'd love to go one day."

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He is one of the early investors in Verto Truss in South Africa, and thanks to his latest purchase earlier this year, owns 8 x 3m, 8 x 2m, 4 x 1m, and 4 x 0.5m lengths, complete with accessories and corner pieces, to his artillery. “Verto is so much quicker and silent—none of the usual banging you’d expect during setup. I aim to show venues that we can work quietly, which means you can set up at any time, day or night. It’s also easier when your grid is on the ground ready to be flown - traditional truss lies flat and you have to knock in pins from underneath. Now, instead, you just twist the lock ring and off you go. No heavy lifting, and fewer parts like clips to keep

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track of.”

Thabang Sebothoma is a lighting technician and rigger at Pure Event. “Verto makes the job easier,” he comments. “Setup time is quicker, and the whole process is smoother.”

This is a long-term investment for Pure Event Gear. “Normal trussing won’t disappear—there’s just too much of it in the market—but I believe Verto is the future,” Pierre says. “Once you work with it, you want to keep using it. I’m hoping other rental companies will also invest, even if it’s just a few sticks, so we can grow a shared pool. We will continue adding to our Verto stock.”

Equally exciting for Pure Event Gear is ChainMaster. Earlier this year they purchased more motors and now own 14 x 320kg D8 motors, 14 x 500kg D8 motors and 12 x 1000kg D8 motors.

“It’s a German brand and well-priced,” explains Pierre. “I love the ¼-ton motors—they’re rated at 320kg, which gives you that bit of extra capacity. Sometimes the 250kg is just too small so you’re on the limit. The one ton motors can also double up with a chain to make them operate as a two ton. Obviously, it will run at half the speed, but with ChainMaster everything is just so well thought out, simple and effective. I must say if DWR stocks it, we trust it. Their service is excellent, and Robert Izzetts’s enthusiasm is contagious. It made the decision to continue investing in Prolyte and ChainMaster an easy one.”

Thabang agrees, noting that the motors are lightweight, which is always helpful when loading a truck. Having completed a maintenance course at DWR, he adds that the motors are straightforward to service and maintain.

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ChainMaster motors have become a regular feature in Pure Event Gear's gigs, which span a variety of events but are especially active in the corporate sector. "We love the rigging side of the industry—trussing, motors, stage decks. AV, sound, and lighting often get all the attention, but this part of the business is performing for us. We also dry hire to trusted partners."

Dray Fowler from DWR Distribution is delighted to see Pure Event Gear investing in Prolyte's Verto trussing and ChainMaster motors. "Pierre clearly understands the value these products bring to the table," Dray says. "We appreciate his commitment to industry-leading solutions and look forward to seeing the impact of this powerful combination at his upcoming events."