SUPERSPAR Malelane elevates shopping experience with Absen LED

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Malelane, a picturesque farming town nestled in Mpumalanga, South Africa, renowned for its sugarcane, subtropical fruits, and winter vegetables and ten minutes away from the Kruger National Park, is also home to the esteemed SuperSpar Malelane. This top-rated supermarket isn’t just a place to shop, it’s a community hub where friendly faces greet you and fresh food awaits.

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In a bid to enhance customer engagement, SuperSpar Malelane recently invested in a Absen KL 2.5 screen. Spearheaded by technical consultant Kyle Nel, in collaboration with DWR Distribution for supply and installation, this vibrant LED display adorns a prominent wall above the checkout counters.

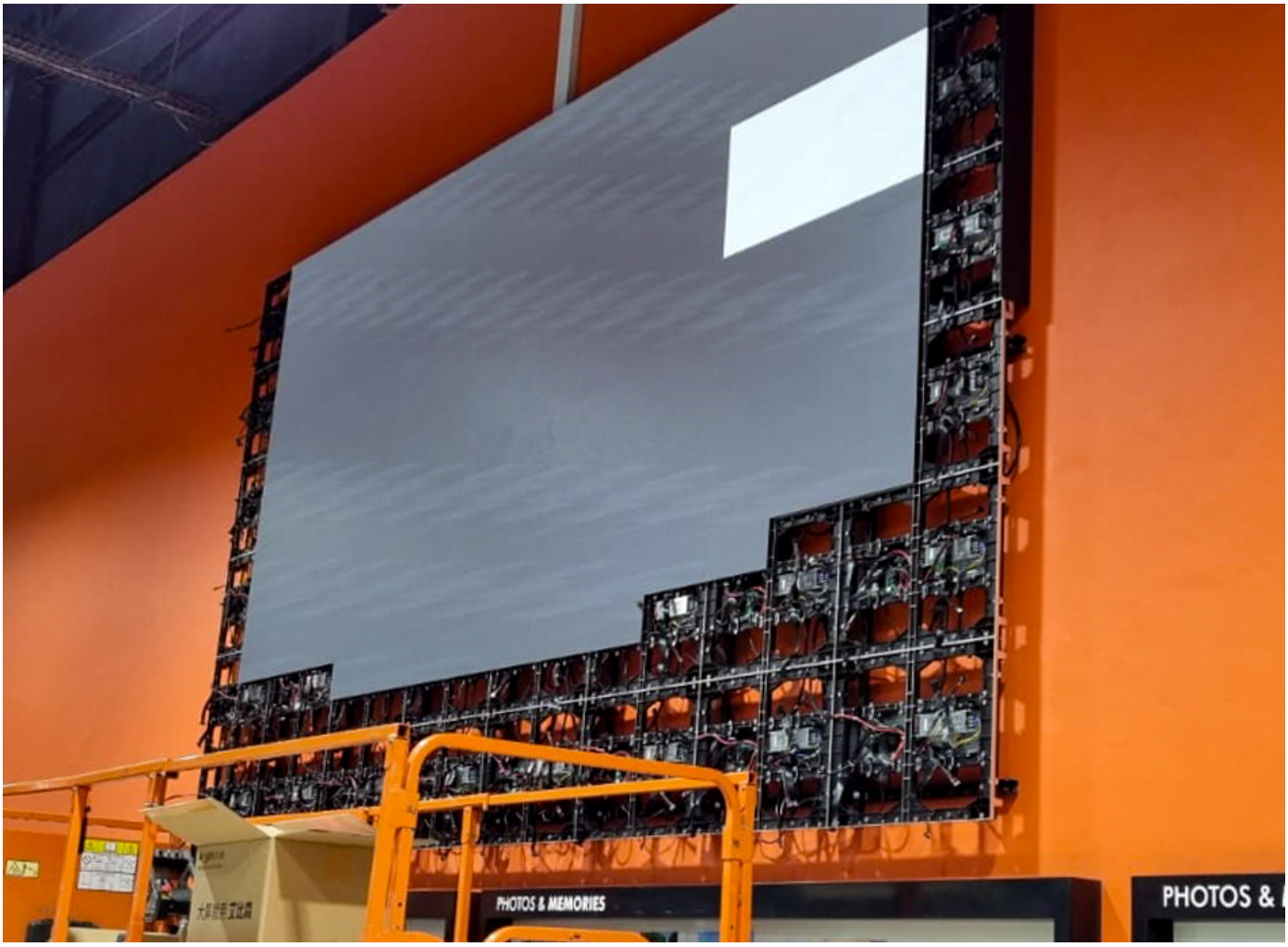
The screen, measuring 5,12m x 2,88m, serves as a focal point for promotional videos, in-store footage, and live screenings of major sporting events such as the Netball World Cup, Rugby World Cup, and Cricket World Cup. Additionally, SuperSpar Malelane utilises the screen to showcase its involvement in various community projects, fostering a sense of local pride and unity.

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Kyle Nel, who owns AVS Hire, a technical supply company, shared how he connected with Lex Hollmann, the owner of SuperSpar Malelane, at an event he was managing. “We started chatting and this sparked a conversation about integrating LED technology into his store,” Kyle explains. “I gave him a tour of the LED rig I had on site at the event, an Absen 3.9mm Outdoor screen, and explained the mechanics of it along with the various pitch, components and communication options. Short story long, I quoted him and had confirmation on condition that the project would be done within ten days max.. and off we went.”

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The end result was a stunning full HD screen, a first-of-its-kind in the region, serving as a versatile platform for diverse content. “What I like most about the product is the simplicity of installation and what I thought was super cool was the suction-based module replacement – it took all of five minutes including scissor lift time! A big thanks to DWR’s Dylan Jones, Robert Izzett, Tyler Pugin,

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and along with the Install Crew, for getting it done.”



Dylan Jones of DWR expressed his delight in collaborating on the project, stating, “Working with Kyle is always a pleasure. He’s a fantastic guy, and while Malelane has a more community-focused vibe compared to the hustle of Johannesburg, they are keeping up with technology. Thank you for the opportunity.”

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