



The LED Hire Company choose Absen

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Walter Pretorius of The LED Hire Company



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(centre) with DWR's Dylan Jones and Duncan Riley.

The LED Hire Company, a Johannesburg- based rental company that specializes in the hiring of LED screen solutions, content creation and creative design and renders, has invested in 100 sqm of Absen PL2.9 lite LED panels. The panels, supplied by DWR Distribution, form part of a large shipment containing 2 080 units all of which recently arrived in South Africa.

With an emphasis on customer satisfaction and a motto, we aim to please, the new Absen PL2.9 lite panels will complement The LED Hire Company's existing range of LED gear which is available in various sizes for both indoor and outdoor use, all backed up by the experienced crew.

"I'm looking forward to this," said Walter Pretorius, General Manager at The LED Hire Company. He started in the industry as a lighting technician but teases that AV chose him and has become the love of his life! "Our company offers different types of LED, but when it came to this purchase, I wanted to go with Absen as it provided the quality I was looking for."

The LED Hire Company has positioned itself in the market to help other rental companies with the supply of extra panels when needed. "There are so many companies who have LED, but who sometimes fall short when working on larger shows," said Walter. "It's also great to know that there are 2 088 panels from the same batch in the country, which means that we could pull off a massive event if everyone got involved."

The Absen PL2.9 Lite Series delivers a bright image and includes an innovative side lock design, an advanced inner and outer curve lock system which means the screen can curve, and easy maintenance with access to the front and rear modules for services. Housed in a cabinet, the panels are lightweight.



Duncan Riley (DWR) and Walter Pretorius (The LED Hire Company). Duncan believes that all crew should wear white gloves when working with screens for no other reason than to make them aware that panels should be handled with care.

Peace of mind was equated when opting for Absen. "Working with DWR Distribution was fantastic," Walter explains. "We came to their offices a while ago for an informative AV Open day and everyone accepted us with open arms. Having backup and support for the new LED panels is why I wanted to go with DWR."

Duncan Riley of DWR concludes, "It has been awesome dealing with The LED Hire Company and I'm grateful for their support. It's wonderful to see young faces in the industry using technology to create amazing shows and who want to do things professionally. I'm also proud of Dylan Jones, DWR's Absen brand manager. He, along with our installation and service department, have proven time and again that they are reliable and available for the end user, which is what it's all about."