

## ADJ



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To provide improved support for existing customers and grow the company's presence in South Africa, ADJ is pleased to announce a new partnership with DWR Distribution. Offering quicker delivery as well as enhanced local technical and sales support for ADJ's South African customers, DWR is now ADJ's exclusive distributor in the country for its 'Select' range of professional entertainment lighting, LED video and atmospheric effects equipment. A well-established and well-respected company in the local market, DWR Distribution is ideally placed to support existing customers and introduce new integrators and rental companies to the quality, reliability and value offered by the ADJ range.

Established in 2006, DWR Distribution serves an extensive customer base of companies using professional entertainment technology for a wide range of applications. The organization already represents an impressive collection of market-leading AVL brands, to which ADJ is a logical addition. Based out of a 2000sqm facility in Johannesburg, DWR provides technical backup, support, training and a service workshop to serve customers across South Africa. At the heart of the company's ethos is the slogan 'it's all about the people'. This relates both to DWR's friendly and skillful team and the extensive network of relationships they have built up with customers across the country.



DWR Distribution's Managing Director, Duncan Riley & Product Manager For ADJ, Kevin Stannett

"We are partnering with ADJ to address a market segment that DWR currently isn't serving," says Duncan Riley, Director at DWR Distribution. "Due to geopolitical and currency fluctuations within our market, there's a growing demand from startups, houses of worship, nightclubs and small-to-medium-sized rental companies seeking gear for their businesses. DWR is typically associated with top-tier brands, however we recognize that many clients have different requirements but still want quality solutions along with support from DWR Distribution. We aim to meet our customers' needs with this new partnership."

"I've had extensive discussions with Jos Reulen [ADJ Europe's Export Manager], and we've decided to move forward with representing ADJ in South Africa. I'm excited to support new clients by maintaining adequate stock levels and upholding the reliable customer support that DWR is known for," Riley adds. "This new market represents a positive development for DWR, and we thank ADJ for this opportunity to represent the brand in our region."

ADJ serves the mid-market AVL rental, event production and installation sectors of the industry, from headquarters in Los Angeles, California as well as regional facilities in Mexico and The Netherlands. ADJ's range includes moving head luminaires, static washes, beam effects, audience blinders, strobes, DMX control hardware/software, LED video panels and related accessories, as well as fog, haze, and other atmospheric effect generators. Established in 1985, ADJ has almost 40 years of experience designing and manufacturing entertainment lighting products and has developed a worldwide reputation for quality, reliability and value. The company's products are used worldwide for events, productions, and festivals of all sizes, and are also installed in a wide variety of venues including nightclubs, concert halls, theaters, houses of worship and theme parks. ADJ Europe distinguishes products at the top of the company's portfolio – those specifically designed for production/rental and larger installation projects – as the 'Select' range.

“ADJ is already well-established in South Africa,” states Sebastian Mobergs, ADJ Europe’s Sales Director, “with our fixtures used by numerous rental companies and integrators to service a wide variety of live event and installation projects. However, we are confident that there is much growth potential in the market. Partnering with DWR Distribution, which has an approach to quality customer service that resonates with our own, is a logical next step to realize this growth potential.”

“It has been a pleasure to work with Duncan and his team as we have moved towards formalizing this new partnership,” adds Jos Reulen, Export Manager for ADJ Europe. “I am confident that DWR Distribution is the right company to provide fantastic customer service to existing ADJ customers in South Africa as well as to introduce our Select product catalog to a wide variety of new customers in the country’s vibrant entertainment sector. This new distribution arrangement will also allow us to provide better customer service through onsite product demos, quicker order fulfilment, as well as local technical support and after sales service, for which DWR has a stellar reputation.”

DWR Distribution is ADJ’s exclusive distributor for the Select product range in South Africa with immediate effect. More information about the company can be found at [www.dwrdistribution.co.za](http://www.dwrdistribution.co.za) and sales enquiries from customers in South Africa should be sent directly to [sales@dwrdistribution.co.za](mailto:sales@dwrdistribution.co.za).