

## IFF and Quartzcolor

# QUARTZCOLOR

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DWR Distribution has been appointed as the exclusive South Africa distributor for QUARTZCOLOR and IFF.

“These products are truly standard setters within the television and film industry,” said Dave Whitehouse of DWR Distribution. “The brands are synonymous with quality and will be a fantastic addition to our stable.”

QUARTZCOLOR was founded in 1954 and has since been a leading lighting brand with a strong reputation based on pioneering famous product innovations that have now become common names and standards in the lighting industry such as Redhead, Blonde and Bambino. Today QUARTZCOLOR operations continue to span the globe offering high quality lighting products, project management and technical support to a wide variety of users, including television, theatre and entertainment industries. QUARTZCOLOR features the widest lighting range in the market and can provide any lighting solution to lighting professionals worldwide.

IFF brand is known worldwide for the high quality and reliability of its products and services. IFF offers a comprehensive range of lighting suspensions, from simple telescopic posts to pantographs, self-climbing hoists and modular systems with a wide range of mounting brackets and accessories. IFF products comply with the highest international safety regulations. Ensuring simple and safe operation, IFF hoists are designed to meet the demanding requirements in television studios, auditoriums, conference and presentation halls, schools and churches. IFF and its distribution network assist their customers in all aspects of design, budgeting, installation, operation and maintenance. Their engineering and service department accompany professionals at every stage of their projects, from preliminary on-site consultation to detailed studio suspension layouts.

Massimo Cecchini, Cosmolight International Sales Director, commented: “We appointed DWR due to its renowned expertise and experience in supplying lighting solutions. Indeed, we believe that a strong service department that ensures support and a regular contact with the customers, creates a significant value for our customers”.