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Robe Parties in South Africa

Robe's South African distributors, DWR Distribution, threw a massive party at their Randburg, Johannesburg HQ themed as "New Beginnings With Old Friends" to thank all their friends, colleagues and acquaintances in the professional lighting, production entertainment and leisure industries for their continued support.

Robe Show Lighting sent a strong crew for this - CEO Josef Valchar, International Sales Manager Harry von den Stemmen and Production Support Engineer Ales Grivac. They joined over 200 other guests, including some of the best known, most prolific and legendary individuals and practitioners from across the industry, in what's hailed as THE South African professional lighting social event of the year! Robe also took the opportunity to introduce some of their latest products to the territory - notably the Series 700 fixtures and the StageQube 324 LED wall. The day after the party, Robe staged a special product seminar day at DWR specifically to showcase this new technology to interested parties. This too was very well attended - as people seem very keen to learn more about the latest Robe products. The party was organised by DWR's Duncan Riley, Sherryn Riley and Colette Jones. DWR Distribution was founded in May 2006 by Riley, who has 12 years experience at the sharp end of the business, and is extremely well known and respected throughout the South African market.

The party lighting rig featured fixtures from all the different Robe ranges, along with four DigitalSpot 5000 DTs, which were supplied by MJ Event Gear - the first SA company to invest in these revolutionary moving projector units.

Harry von den Stemmen commented, *"We're really pleased to be working with DWR, they have an extensive knowledge and experience of the market, and understand the importance of good after-sales support."* He further commented on the amount of A-List South African lighting professionals at the party, adding that DWR could be rightly proud of their achievements in such a very short time.

At the back from the left: Mike Jones (MJ Event Gear), Josef Valchar and Harry von den Stemmen (Robe). At the front from the left: Ales Grivac (Robe), Duncan Riley (DWR Distribution)

Robe's Josef Valchar added, *"I am extremely pleased to have Duncan as our distributor. He is skilled, reliable, and has a great personality. We see a very bright future for Robe in South Africa."*

Over 200 Robe fixtures have so far been sold by DWR Distribution over and above the first Series 700s, 48 of which were recently sold to Gearhouse South Africa.



