

# STRG boosts inventory with Absen 2.9 NT LED panels from DWR

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Tumisang Raganya, Thabo Lebelo, and Salvatore Mdluli from Stage Technologies Resource Group (STRG) with DWR's Dylan Jones and Motlotlo 'Mac' Makhobotloane.

Stage Technologies Resource Group (STRG), founded by Tshepo Mashile and Salvatore Mdluli, are delighted at their acquisition of Absen 2.9 NT LED panels from DWR Distribution. Both entrepreneurs, former students at Tshwane University of Technology, embarked on this journey after gaining valuable experience in the industry.

Tshepo and Salvatore, reminiscing about their student days, recall visiting DWR Distribution for events like open days and training sessions. Little did they know that these experiences would lay the foundation for owning equipment in the not too distant future.

After completing internships, working at various rental companies and freelancing, including time in Dubai, they joined forces in March 2019 to establish Stage Technologies Resource Group (STRG). A mere year later, they faced the challenges posed by the COVID-19 pandemic, making their entrepreneurial venture all the more challenging. "Just don't give up," says Salvatore about the journey so far. "You will meet hurdles and difficult times. Save where you can and ask for advice from industry mentors who have been there and done that."

STRG initially started with two 55-inch screens which they rented out to gradually build their business. Their primary focus has always been on screens and audio, and they are now pleased to add Absen to enhance their offering. "We chose Absen as it's one of the leading brands in the industry and several larger rental companies use them," says Salvatore. "With Absen you can't go wrong, thanks to their support."

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The lightweight Absen 2.9 NT panels distributed by DWR Distribution have gained popularity on the live events scene in South Africa over the past year. The 500 x 500mm panels offer flexibility, user-friendliness, and a cost-effective solution, providing an outstanding visual experience.

Says Dylan Jones from DWR Distribution, "It has been a great pleasure to help Salvatore, Tshepo and the STRG team and we hope the screens will open doors to many events. It's great to see former TUT students who have earned their stripes now providing a service with professional gear."