



**THE
PRODUCTION**
WAREHOUSE

Company Profile.

www.productionwarehouse.co.za

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Who We Are

The Production Warehouse is an AV distribution company based in South Africa.

The company was founded in 2014 by the Nieuwoudt siblings. Having worked in the South African AV Industry for many years, the brothers realized that there is a gap in the market for AV Equipment that is cost-effective yet reliable enough to maintain the confidence of the most stringent of international touring artists.

Today, The company at the helm of Marnus Nieuwoudt, has grown to one of the most respected players in the industry. With two branches in South Africa, our supply chain network services various countries across Southern Africa.

Every employee carries with them not only years of knowledge and expertise, but a true passion for the industry. With this, the importance of service delivery to clients is visible in everything we do. We strive to not only supply top-notch quality products but more importantly the best level of pre and post purchase service available on the market.

The company handles all channels in the supply chain including Distribution, Installation, Repairs & Service Level Agreements.

Specializing in:

Houses of Worship • Conference Venues • School Auditoriums • Hotels • Theatres • Architectural Lighting • Supply to Rental Houses • Nightclubs • Live music venues



swiss lifting solutions copyright The Production Warehouse.

— Auditorium Installations

One of our primary focuses is auditorium installations. With over 15 years of combined experience, the fixed installation team at The Production Warehouse has a true passion for bringing auditoriums to life.

With attention to the slightest detail, and superior aftersales service – The Production Warehouse takes pride in being a supplier of choice to some of the finest houses of worship, theatres and events venues across Southern Africa.



— Fields College.



— Encounter Christian Church

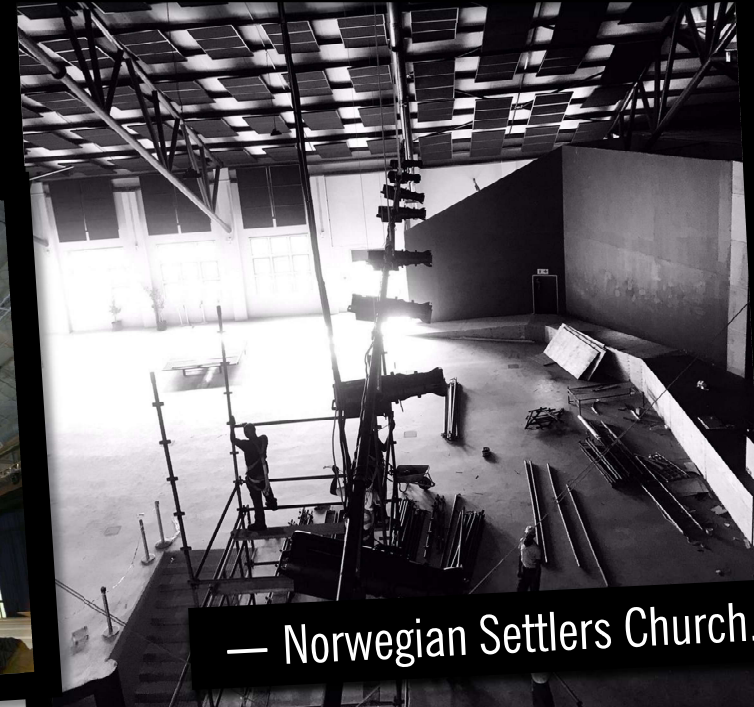
— Centurion & Krugersdorp

— Christian Revival Church.

— Various Branches



— Durban Christian Centre



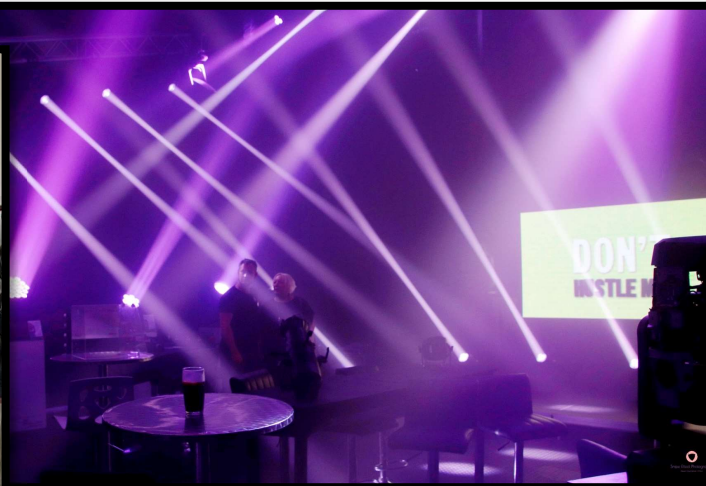
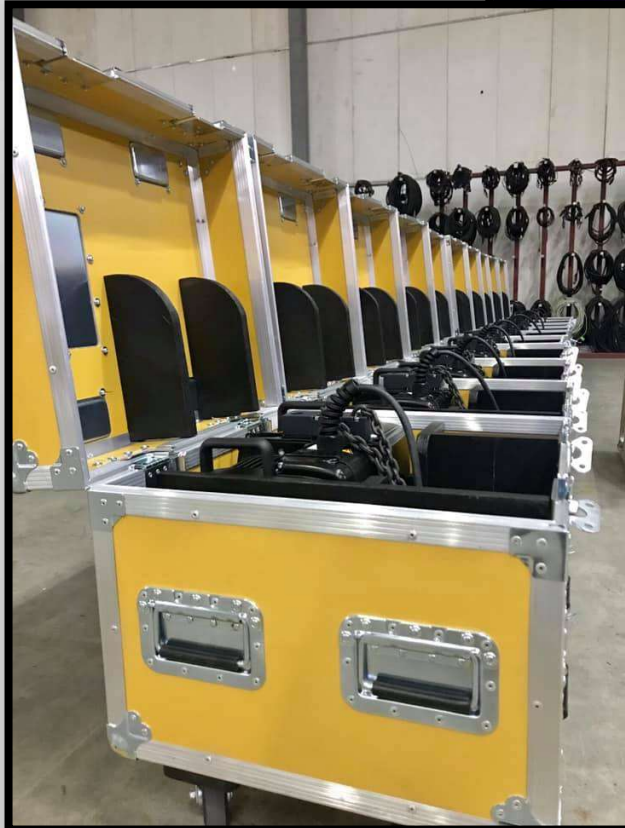
— Norwegian Settlers Church.

— Supply to Rental Houses

The Production Warehouse has been a preferred supplier to some of the frontrunning rental companies in the country and beyond.

We pride ourselves as stockists of some of the leading international brands within the Audio Visual market.

We have a keen focus on equipment that is cost-effective yet reliable enough to maintain the confidence of the most stringent of international touring requirements.



— Ultra Events

— Kilowatt AV

— Insane Sound

— DNG Staging

— Events Evolution

— Murangi Productions

— Sound Headquarters

— Solid Rock Events

— Creative Kilowatt

— Thornleys AV

— 802 Media

— Gearhouse Group

— Modanso Entertainment

— Stage Effects

— TMM Productions

— Ampere Events

— Blackmotion

— Roadshow Entertainment

— Monster Productions

— EPH Group

— Media Film Services

— Intello Acoustics

— Multi-Media

— CCPP

— Sounds Ideal

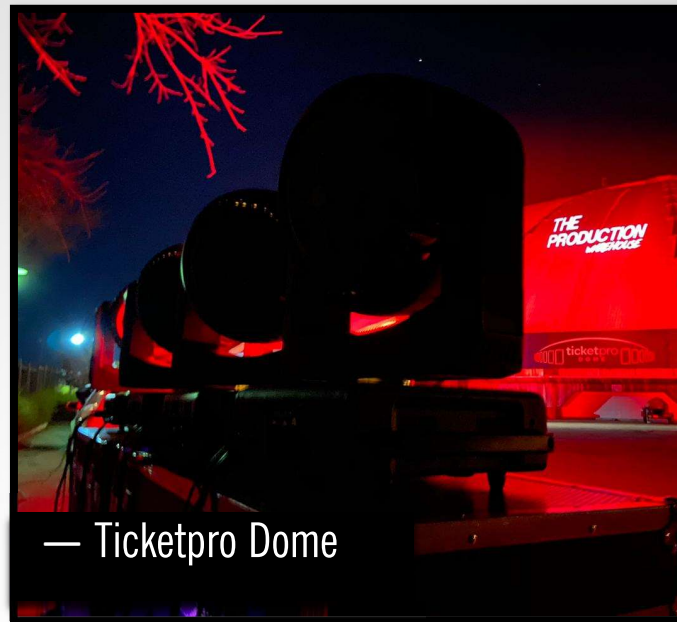
— & Many more!

— Architectural Lighting

The Production Warehouse distributes and installs Acclaim Lighting, A sister company of Elation Professional, focusing on the fixed architectural installation market.

Whether it be a bridge, small building or sky scraper, **The Production Warehouse** can assist in gobo projection and general wash installations that can bring your building to life whilst withstanding the toughest of weather conditions.

Installations generally include offsite monitoring to enable control from anywhere in the world.



— Ticketpro Dome



— Lazarus Ford

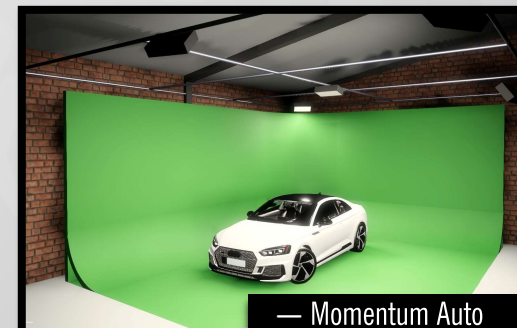
— Studio Lighting

The Production Warehouse has had vast experience in installations of Cyclorama / Infinity walls and luminaires for TV and Broadcast Studios.

We distribute and install a variety of Fresnels, Profiles, Softlights, Cyclorama lights along with the alongside accessories to get the most out of your studio space.



— City Varsity Studios, Braamfontein



— Momentum Auto



Founded in 1992 and headquartered in Los Angeles, Elation Professional pride themselves in being at the forefront of lighting innovation.

Elation is breaking new ground in hybrid performance with patent-pending optical systems, while continuing to set new efficiency and performance standards in Platinum lamp and LED technology. A string of innovative products have garnered industry awards including the IP65-rated Proteus™ line of outdoor moving heads, Artiste™ line of creative moving heads, Fuze™ series of dynamic wash lights, Platinum FLX™ hybrid moving head, and the list keeps growing.

This commitment to seeking out new technologies that can help lighting professionals achieve their creative vision and complete any job, big or small, on time and within budget has been at the heart of Elation's success and has elevated the company to one of the key players in entertainment lighting. Elation Lighting has headquarters based in Los Angeles, California, USA. They also have a European office based in Kerkrade, The Netherlands.

—Proteus Maximus (IP65)

- High Efficiency 950W 6,500K White LED Engine
- **50,000** Total Lumen Fixture Output
- CMY Color Mixing and Variable CTO
- 6 Position Color Wheel, High CRI, UV filter
- Complete FX System featuring Rotating and Fixed Gobos, Animation, Iris, Dual Prism, Dual Frost
- Indexable Full Blackout Framing System
- Wide Zoom Range from 5.5° to 55° / Large 180mm Front Aperture



- 3-in-1 Smart Hybrid Beam, Spot, Wash Luminaire
- New Philips™ MSD Platinum 200 Flex Lamp
- Up To 6,000 Lamp Hours
- FLEX Lamp Technology from 190W to 280W + Hibernation Mode
- Motorized Zoom: 1° - 18° Beam, 3° - 27° Spot, 5° - 33° Wash
- Full CMY Color Mixing System
- 13 Colors including Quad Color, CTB, CTO, and UV
- 8 Rotating Interchangeable Glass Gobos
- 16-Facet and 4-Facet Linear Rotating Prisms



—Smarty Hybrid

- LED Wash Effects Fixture
- 7x 60W OSRAM RGBW LED with Pixel Control
 - 28x 2W SparkLED™ Effect with Pixel Control
 - Extreme Zoom – 5° for Mid-Air Beam to 77°
 - 360° Continuous Pan and Tilt Rotation



—Paladin Panel



—Rayzor 760

High-end

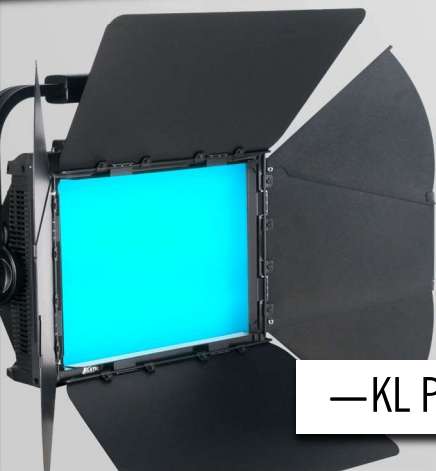
Touring Friendly

TV / Studio Luminaires

Moving Lights

- 295W RGBWLC (Red, Green, Blue, White, Lime, Cyan) LED Array
- CRI 95, CCT Adjustment from 2,000 to 10,000K
- 24,000 Total Lumen Fixture Output
- Internal Power Supply with Power Pass-Through
- Optional 24-36 VDC Battery Operation

—KL Panel



—Product Highlights:

ChamSys

ChamSys was formed in April 2003 by bringing together a team of lighting designers, software engineers and hardware developers. ChamSys' mission is to utilize the latest technology to bring developments to the lighting console market with the ultimate aim of high performance at low cost with high reliability.

ChamSys believes that it is important for Lighting Designers to be able to move between different MagicQ consoles and different MagicQ software versions without having complicated import and export procedures. Nobody likes having to re-program their show just to meet a particular product version or software version.

With MagicQ it is simple. Any MagicQ show, any MagicQ console, any MagicQ software version. And don't forget – you can run MagicQ on your Windows PC, your Mac (native), or even on Linux.



—QuickQ 20

- Modelled on smartphone icon interfaces for ease of use
- Intuitive interface allowing simple control of all fixture attributes
- The interface supports gestures such pinch zoom and scrolling
- Easily connect to the remote app on iOS & Android devices via inbuilt Wi-Fi
- Ideal for Churches, Schools and other volunteer based LD's

—PC Based Solutions



Mac, Windows or Linux
Various Wings & Dongsles
available



- 256 universes direct from the console
- 15 fully motorised fader playbacks
- 15 encoder playback with RGB indicators
- 12 multi-purpose Macro/Executes/Playbacks keys
- RGB illumination of playbacks
- Backlit buttons
- Dual Inbuilt 15" Multi HD touch displays
- Up to 8 touch displays support



—MQ500M Stadium

—MQ70 Compact



- 24 universes direct from the console, expandable to 48
- Fits as carry on luggage for all major budget airlines
- High resolution 10.1" multi touch display
- In built WiFi for quick connection to MagicQ Remote App
- UPS inbuilt to the console
- RDM support via direct DMX Ports and Network

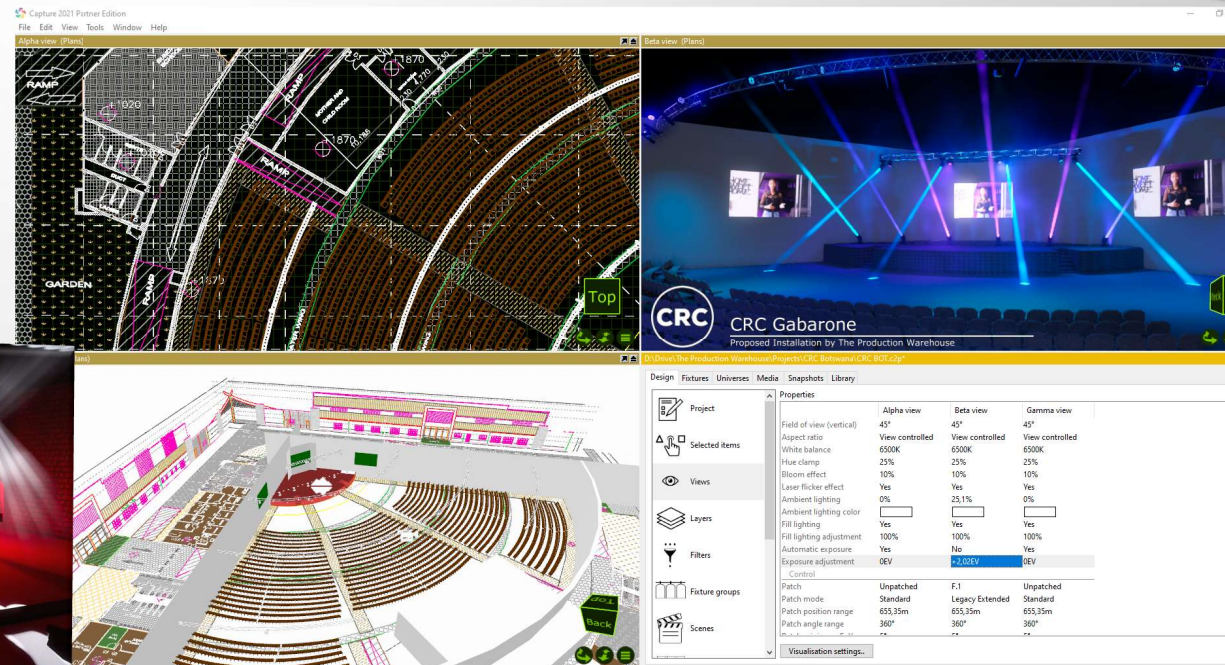
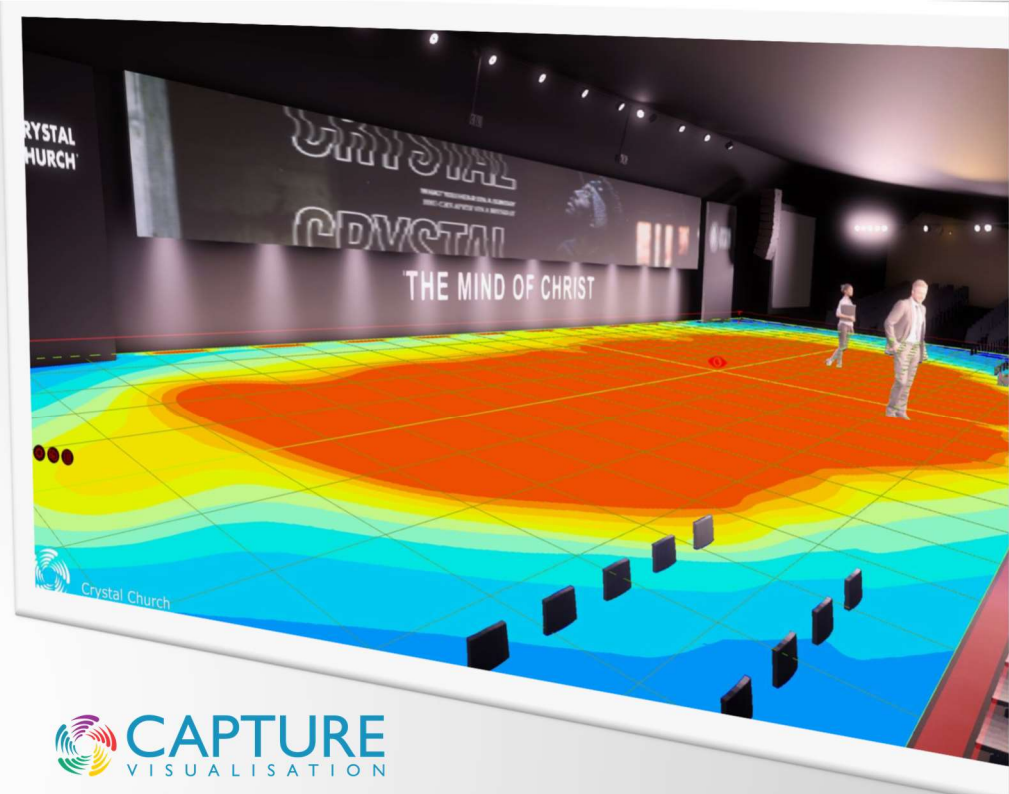
—3D Cad Design Services

—Capture Visualisation Software

The **Production Warehouse** is proud to be the exclusive distributor of Capture Visualisation software for Southern Africa.

This CAD based software allows our team to use basic measurements or plans to transform your venue into a 3D space.

Capture visualisation allows for photometrically accurate renders on all lighting, audio and AV aspects before installation begins. By incorporating these high-tech renders, we minimize any guess work on site, and are able to show our customers various options before any capital outlay takes place.



Over the years **The Production Warehouse** faced the call from the South-African entertainment market for inexpensive yet reliable fixtures for every-day use.

Our clients needed an inexpensive solution to add larger quantities of mid-range fixtures to compliment their existing range of premier brand products.

After years of research and development and multiple overseas trips, in 2018 The Production Warehouse had finally found manufacturers based in Asia that met our strict standards of quality products and an enhanced feature set.

All Vulcan products are backed by a full 1 year warranty, as well as the world class service and support that our customers have come to love from The Production Warehouse.

Affordable

Ideal for fixed installations

Static Fixtures

—Kratos Par

The **Vulcan Kratos** is a Versatile Multi-color LED Par Luminaire utilizing 18 x 18W RGBAW+UV LEDs.

It is equipped with 3 & 5 Pin XLR's for use with DMX-512 and also features Powercon in & through connectors.

The flicker free, Adjustable refresh rate, LED engine makes it ideal to use for TV & film applications and ensures longevity of the unit.

Available in 25, 45 & 60 degree lens options

—Atreus Par

The **Vulcan Atreus** is a Versatile Multi-color LED Par Luminaire utilizing 6 x 12W RGBAW+UV LEDs.

It's small housing makes it ideal as a handy up-light, small wash fixture or the perfect truss warmer.





Touring Friendly

Voltage Protection

TV / Studio Builds

Intelligent Monitoring

Lectrix is the in-house power distribution manufacturing division of **The Production Warehouse**. The dedicated design & manufacturing team has over 20 years combined experience in the entertainment industry. Every detail of every product is carefully planned to ensure the best possible end result.

Focusing on intelligent monitoring ensures your valuable equipment is protected from power surges & over/under voltage fluctuations using the latest technologies, tailor made especially for the African AV industry. Thus solving an issue that has been plaguing the industry for decades.

— Classic Series



- Classic series rack mountable distribution boards.
- Custom Designs Available
- Various input & Output configurations

— Lift Motor Control Series

- Direct control Motor Controllers.
- Linkable
- Available in 4-way or 8-way



— Portable Series

Modular designed break out boxes with various socket options.

Portable 32A:

- Available in 9 configurations with variations including mixtures of 16A RSA Plugtops, 16A Ceeforms, PowerCON
- 32A Ceeform Input & Links
- Fault Indicator, Incoming Phase indicator lights that display voltage & amperage

Portable Socapex:

- 6-Way Socapex Breakout with 16A Plugtop or Ceeform options
- Incoming indicator lights that display voltage & amperage

— ROADIE Series

- Intelligent power distribution featuring electronic contactors, over/under voltage protection, current limit, remote monitoring & more.
- Neutral Drop Detection
- Remote monitoring available as optional extra
- Dual inputs with Changeover switch on 63A & 125A Models
- Available in 63A, 125A & 250A Powerlock variants
- Available in various output configurations incl Socapex, Harting, Ceeform, RSA Plugtops & Snaplocks



—American DJ



Starting in 1985, as a supplier of lighting products to mobile entertainers, the Los Angeles-based ADJ Group has grown in to a diversified global enterprise that includes five successful companies which collectively provide lighting and audio products for home, architectural, stage, touring and mobile entertainment applications, as well as trussing for displays, events and stage productions.

With offices on five continents, the company has earned an international reputation for quality, reliability and unwavering loyalty to its retail partners. ADJ is still operated by its founders. With more than 250 employees the ADJ Group belongs to the world's largest entertainment electronics companies and continues to grow.

The company has also followed a philosophy of innovation, and has been responsible for many breakthroughs in the professional lighting industry. Designed with the end-user in mind, its products have been profitable sellers at a wide variety of retail outlets from independent specialty stores to major retailers.

—Product Highlights:

Affordable

Ideal for fixed installations

Moving Lights

Static Fixtures

DJ Fixtures



—Focus Beam LED

- 80W LED engine
- Beam Angle: 2.5 degrees
- Rotating 6-facet Linear & rotating 8-facet Circular prism with overlay
- Linear Frost



—Vizi Wash Z37

- 37 OSRAM RGBW QUAD-LEDs (740W)
- Motorized Zoom 10°-60°
- 11 zones of LED ring control



—Encore Profile Pro WW

- 260W Warm White LED Engine
- Adjustable Refresh Rates (900-1500, 25,000 Hz)
- Various Lens Options



**since
1957**

GIS AG – Swiss Lifting Solutions

GIS **Electric chain hoists** have been manufactured and developed in Schötz, Switzerland since 1963.

The hoists are tailor made for the entertainment industry and have the reputation of being the lightest most robust hoists on the market.

Models range from 250KGs to 1.6 Tons and can be equipped in various executions including direct control, low voltage control and can incorporate executors for automated control.



The lightest chain hoists available on the market!

Hoist <i>(Model names don't correlate SWL)</i>	SWL (D8)	Self-Weight <i>(Ex Chain)</i>	Chain Weight <i>(Per M)</i>
LPM250	400KGs	12KGs	0.34 KGs
LP500 <i>*Best seller</i>	800KGs	22KGs	0.69 KGs
LP1000	1600KGs	45KGs	1.375 KGs
LPML500 <i>*New, Based on LPM250 Body</i>	500KGs	12 KGs	0.38 KGs
LPL <i>*New, Based on LP500 Body</i>	1000KGs	23 KGs	0.74 KGs



Since 1991, Hazebase foggers and hazers have been made in Gehrden, Germany under the strictest standards of quality control.

They offer a wide range of foggers, hazers, accessories and pharmaceutical-grade, water based fog and haze fluids. Hazebase is proud that their machines are designed, engineered and manufactured in Germany.

—Product Highlights:



—Highpower²

- For maximum fog power!
- 3100W
- OLED Display
- DMX/RDM
- exchangeable fog nozzles

—Ultimate

- IP64 Outdoor fog machine
- 3300W
- 2 Sec warm up time
- 1,3" OLED-Display



—Piccola

- Battery operated fog machine
- 1 second warm up time
- DMX RDM
- Adjustable fog density



—Base*Hazer Pro

Utilized on thousands of world wide tours, this rugged machine can create effects from the finest mist to the densest haze.

The Base Hazer Pro reaches operation in less that 60 seconds and has a built-in cleaning cycle every time the unit is shut down. Designed to run at a very low noise level.

Base Hazer Pro fluid is water based and extremely efficient. The unit can run for as much as 135 hours on a 5-liter bottle of fluid.



—AV Installations

The **Production Warehouse** has a team focusing purely on Audio-visual aspects of the industry in both the supply and installation sectors. Whether it's a requirement for projectors, converter kits, cameras or top of the range media servers and switchers, Our team has you covered!

—Resolume Media Server Software

The logo for Resolume Media Server Software, featuring a white square icon followed by the word "resolume" in a lowercase, sans-serif font.

—Product Highlights:

—BMD ATEM Switchers



—Luminite Media Servers



—L610U Laser



- 6,000 lumens colour/white brightness
- WUXGA; up to 2,500,000:1 Dynamic contrast ratio
- Laser light source of up to 20,000 hours
- Screen mirroring function
- Up to $\pm 50\%$ vertical, $\pm 20\%$ horizontal lens shift

EPSON®

Epson has brought their trusted household name in to the world of the high quality projectors. With the Japanese based technology they strive to offer high-end projectors at a fraction of the competitors cost with a key focus on reliability.

—EB-2042



- 4,400 lumens
- XGA 1024x768
- Portable and quick to set up: Easy to position with keystone slider



Luminite LED Screens is one of the best-selling LED displays in South Africa for both the rental and fixed installation markets.

Various options including Indoor & Outdoor screens with a wide variety of pixel pitches are available.



—Product Highlights:

Various series, Available in:

- 2,91, 3.91, 4.81, 5.95 & 6.94 mm pixel pitch.
- Indoor / Outdoor Variants
- 500*1000 or 500*500 sizes
- Nova Processing
- Brightness (cd/m2): 800 – 1500
- Refresh Rate 1920Hz
- 110-240V Switching PSU's
- IP44 & 58 Variants
- 160 Degree viewing angle

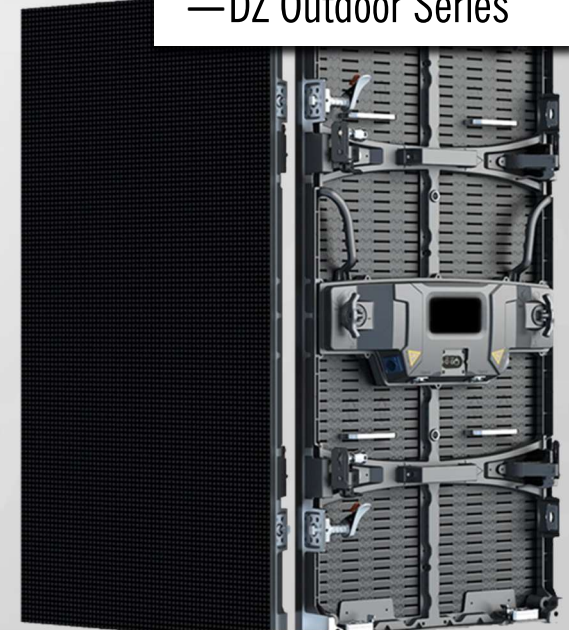
—Wing + Indoor Series



—Wing Indoor Series



—DZ Outdoor Series



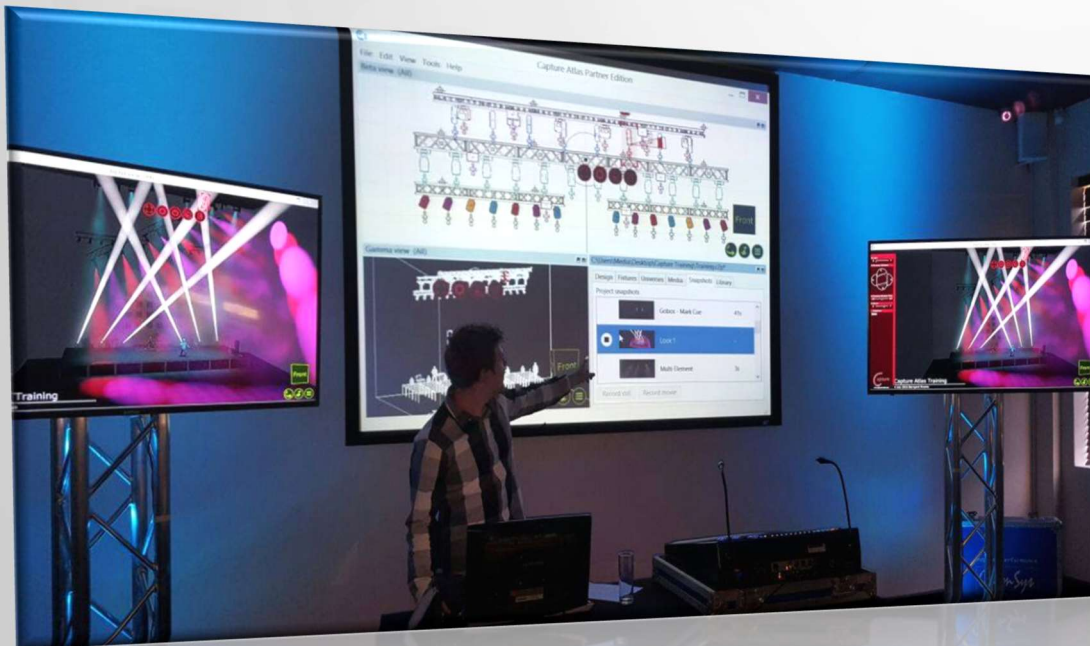
—Training & Education

Having the “best of the best” equipment is of no use unless the operator is able to utilize the full potential of the tools at hand.

With this in mind, **The Production Warehouse** hosts regular training sessions covering topics such as:

- ChamSys MagicQ (Introduction)
- ChamSys MagicQ (Advanced)
- Capture Design And Visualization
- Introduction to Stage Lighting
- And various other training sessions & workshops.

Training sessions are hosted at our premises on a regular basis as well as onsite with each of our installations.



—In-house repairs department.

We know that speedy turn around times are essential to keep your equipment in prime shape.

It is for this reason that **The Production Warehouse** prides itself on having an in-house repairs department with field technicians available for on-site repairs where required.

Where possible we do our best to provide customers with loan units while getting their gear up & running.

—Aftersales Service & Support

While our products are truly top-notch, we believe that we offer some of the best service and support available on the market.

The reason for this is simple, and every one of our employees will tell you, **“We love what we do!”** This reflects every aspect of our business. If our customers are happy, so are we.

Our support staff are always available and eager to assist your needs.



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