

THE ADVENTUROUS SPIRIT OF CAPE TOWN



WHERE:

Cape Town is one of the most beautiful cities with unspoiled nature in South Africa southwest coast. The city was originally developed by the Dutch East India Company as a docking area for Dutch ships sailing to Eastern Africa, to India or to the Far East. From 1652 the region became the first permanent European settlement. Over the years, Cape Town has remained the economic and cultural hub of the Cape Colony. Still today South Africa maintains its adventurous spirit. Its typical natural landscape is ideal for hiking, mountain bike, paraglide or surf.

WHEN: May 2018

CONTRACTOR: Private

DISTRIBUTOR: ABC PUMPS CAPE TOWN



THE REQUEST

The distinctive and unique features of the landscape in Cape Town make each quarter and the surrounding area to be discovered.

For example, Century City is a commercial and residential area known for the Canal Walk Shopping Centre with over 400 stores.

Athlone suburb is also called Cape flats, which is the symbol of the apartheid regime.

Moreover, Constantia suburb is well known as the wine valley.

Virgin Active is a chain of about 60 health clubs located over the whole South African land, many of them in Western Cape.

With the big number of dressing rooms and bathrooms requiring fresh water, Virgin Active Gyms can be compared to an industrial consumer. The water crisis that occurred in the early 2018 made serious troubles in the Western Cape, for this reason Virgin Active decided to invest in better water technologies.

The water saving project was applied in more than 30 clubs, all of them choosing and installing DAB pumps. Further the good quality and efficiency of DAB products, the customer appreciated the completeness of DAB catalogue and the friendly relationship the DAB distributor was able to establish.

32 x 2 KVC A.D. 55/50M & 16 x 2 KVC A.D. 60/120M



8 x AQUAJET 82M



15 x KPF 30/16M



30 x FEKA VS 550M

