



Manfred Weller, who comes from Cologne/Germany, arrived in Tenerife in the Canary Islands in 1987. He started as a time share salesman: tourists would purchase ownership in a vacation apartment for a certain time each year. But, as an electrician by trade, he soon began to miss working with his hands and in 1989 joined a local satellite company installing dishes. After a few years he decided to go out on his own and in 1994 founded his own company Mennyfix right in the middle of the tourist hotspot Playa Las Americas in southern Tenerife.

Naturally, that was a clever move since on the one hand, long-term tourists wanted to watch their TV from home, and on the other hand digital TV started peaking in 1994. "I imported quite a few D-boxes into Tenerife", remembers Manfred, "Back then BBC Prime still existed and thus our customers were the English." With five employees he installed mostly 100cm antennas: "In our first year it was nearly 2000 systems!" commented Manfred proudly.

But that kind of success did not continue, it didn't take too long to reach the saturation point. This made it necessary for Manfred to look for other types of customers: "Today we install satellite systems mostly for sports bars; this makes up roughly 60% of our sales. The remaining 40% continue to be with private customers."

Manfred, who married a nice English girl, states that 65% of their customers are from Great Britain. "The English are crazy about sports!" And Manfred knows how to deliver their sporting events and from what satellites to get them from. 60% of the satellite antennas his company installs are 1.1 meters in diameter, 30% are 3.0-meter offset dishes for ASTRA 2 reception and 10% are the smaller 60cm antennas for the reception of the Showtime package on NILESAT. "Every soccer game can be seen there", says Manfred. He really loves that programming provider from Dubai.

Manfred is skeptical about the future: "In ten years I believe everything will go through the Internet." He suggests that two-way Internet via satellite will have a chance, "but

Manfred Weller set up his shop in the Mar-Ola apartment complex right in the middle of the tourist capital Las Americas in the town of Los Cristianos.

# Mennyfix

*Obviously, the company name Mennyfix is a play on words: "many fix", the guy who can fix anything. Menny is the nickname for Manfred Weller who moved to Tenerife from Germany 21 years ago and began selling and installing satellite systems.*



**Manfred Weller, nicknamed Menny,** speaking with customers. After hanging up his landline telephone, it doesn't take long for his mobile phone to ring. He can speak with his customers fluently in three languages: German, English and Spanish. He has been reading TELE-satellite regularly for the past 14 years.

the prices are still significantly high." He is also skeptical about HDTV: "There is no decent programming available." Will his skepticism become reality? Only the future holds the answer.

**Manfred Weller is also privately a satellite enthusiast.** In addition to the smaller antennas he installed on his property in the exclusive Regency Country Club in Chayofa, he also has a 3.1-meter dish for ASTRA 2 reception.

