



WE LIFT YOU ABOVE ALL

HOW ALPHA PLATFORMS GAVE TIMES SQUARE'S 250-FOOT-TALL LED LIGHT TOWER ITS FIRST POWER WASH IN A SINGLE NIGHT

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The American Eagle Outfitters flagship store in Times Square was built in 2009. It stands out among the bright lights of Times Square with its 250-foot signage tower wrapped in over 15,000 square feet of LED lights. For nearly 20 years, the LED-studded tower served as American Eagle's HD digital canvas to blast branded content 18 hours a day. Besides rain and melting snow, however, the top of the tower has never been washed.

The local lighting board that maintains Times Square's lights and fixtures reached out to Alpha Platforms for assistance in power washing the American Eagle's LED light tower. The client had at their disposal an old 130-foot bucket truck that would not reach the tower's top portion. So, the client planned to hire Alpha Platforms to wash the top of the tower on the first night and wash the lower part of the tower on the second using its own equipment.

THE CHALLENGE

The challenge was to access all 15,000 square feet of lights topped at 250 feet while providing a safe and stable environment to thoroughly power wash this critical American Eagle brand asset. The washing had to be done with minimal interruption to one of the nation's busiest transportation and pedestrian traffic hubs – The Times Square.

THE SOLUTION

Alpha deployed its **A-250**, a 250-foot truck, to ensure it could reach over street facades of the store, its mezzanines and cover the entire tower surface from a single spot without having to move the truck.

Alpha obtained the appropriate city permit for the night project, saving the lighting board the hassle of doing it themselves. Also, Alpha Platforms' operators and flaggers already had experience completing height access service projects in Times Square. They regulated road and pedestrian flows for the entire duration of the project.

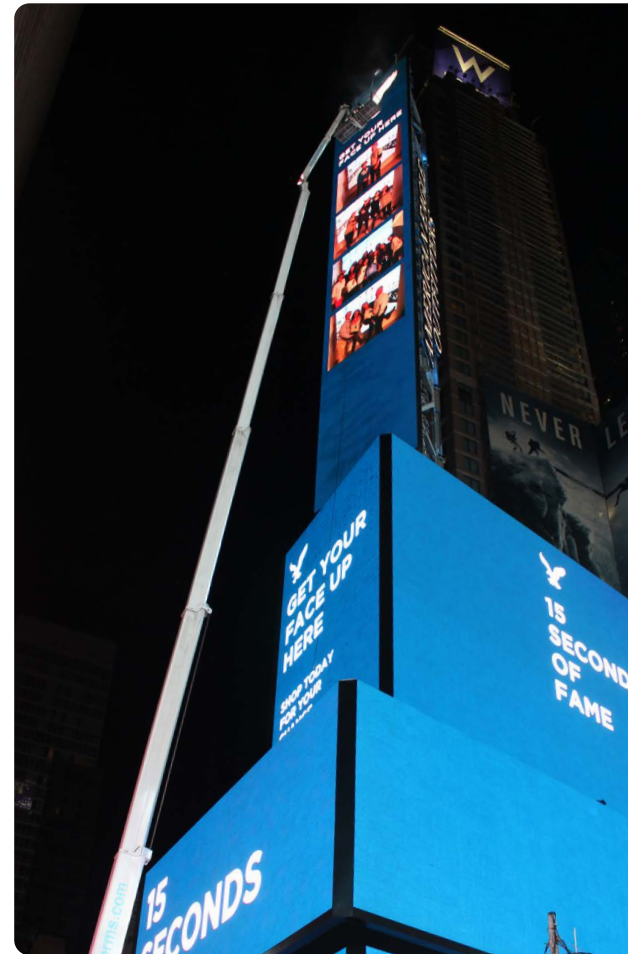
Alpha dispatched an operator with extensive commercial window washing experience to meet the client's needs and save money on labor. The operator parked the lift and single-handedly managed the lift from the tower's top to bottom in a safe, swift, and seamless manner, while helping power wash the LED lights.

THE OUTCOME

It was a pleasant surprise for the client that they didn't need a second day to wash the lower part of the tower with their 130-foot lift. The Alpha operator's expertise, the 230-foot boom's reach and lift, and Alpha's experienced traffic team were the efficiencies that enabled the power washing of the entire tower in just one night.

As a result, the client experienced significant—and unexpected--savings in time and money.

Our precise German-made lifts and an all-inclusive operated rental service are the height access method of choice for hard-to-access structures or at extreme heights, as they combine unmatched productivity with safety and comfort.



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