



**ALPHA
PLATFORMS**

WE LIFT YOU ABOVE ALL

HOW TO FIX SIGNAGE ON BOTH SIDES OF A 100-FOOT- TALL BUILDING FROM A SINGLE SETUP POINT IN SIX HOURS

www.alphaplatforms.com



THE CHALLENGE

The head of operations for a nationwide commercial custom signage manufacturer and service provider was looking to change the lightbulbs in two signs near the top of the 100-foot-tall Penn Medicine building in downtown Philadelphia. The challenge was to reach the building over 68 feet of walkways and lawns on a busy street. In addition, the client needed to fix some sign wiring.

In the past, the company had used cranes and lifts by Sunbelt, United, and CMC Cranes, which they knew could not fulfill all their requirements for this job. The client needed to put two people plus materials and equipment in the cage, which conventional lift cages could not hold.

THE SOLUTION

The client contacted Alpha Platforms for their second project with us because they knew about the extreme reach capabilities of our boom lifts and the value and convenience of the no-extra-cost operated rentals.

Accessing extreme heights at various height and side reach distances is precisely what Alpha's 230-foot high-reach aerial work platform was built for. Not only that, but Alpha's all-inclusive service would also save them time and cost of getting the permit and managing the street traffic around the job site. The specs of our state-of-the-art A-230 lift can be seen [here](#).

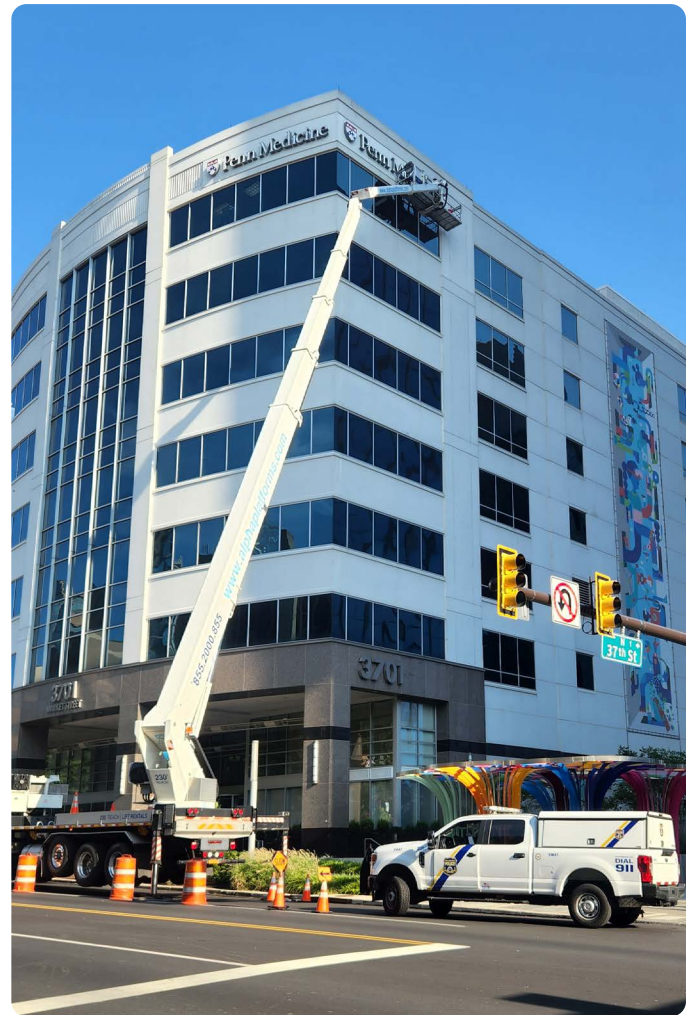
THE OUTCOME

With permit in place, on a Saturday morning in downtown Philadelphia, Alpha's traffic management team partially closed the street and diverted the traffic. After a 10-minute setup, two signage workers plus 50 pounds of lightbulbs were loaded into the basket. Alpha's IPAF-certified operator seamlessly and safely moved them along the large windows of the Penn Medicine building.

Within a few hours, the signage workers successfully placed LED lights in sign letters on both sides of the building and fixed wiring while our boom truck remained standing at the same setup point.

As a result, the job was completed in six hours. Having the full-time operators in the cage allowed the crew to focus on fragile sign installation work, saving them a day or two of labor.

Our precise German-made lifts have become the favorite height access method for those who try them once, as they combine unmatched productivity, safety, and reach.



To try the same world-class service and equipment, just call or email:

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