

Sights set on new heights

Troubled times are upon us all, and in uncertain periods there's one thing for sure: the building industry is crucial to keep the UK economy afloat. While leisure and tourism remain crushed by Covid-19, it's vital for the construction sector to rebuild itself quickly and efficiently.

Which is why construction hoist specialist Direct Hoist has been battling the coronavirus crisis by not just investing in stocks of new equipment – boosting health of the supply chain – but also expanding its portfolio of high-profile clients and sites.

Rob Wilson, Direct Hoist company founder, has witnessed the ups and downs of the construction hoist industry for more than 30 years. He's using that vast experience to grow his business even in the face of a global pandemic.

Rob says, "We're incredibly pleased to be taking on a number of large-scale projects, despite the pressures of coronavirus and the considerable effect it's having on the industry and our staff."

One example of such a project is an extension

to the Fairfield General Hospital in Bury, where Direct Hoist has supplied a time-saving hoist to John Turner Construction Group. Indeed, the two firms have partnered on many hospital refurbishments over recent years – a mutually beneficial relationship thanks to Direct Hoist's can-do attitude and vast variations of purpose-built lifting equipment.

Direct Hoist boasts a fleet of around 50 construction hoists available for hire – from scaffold hoists to gantry hoists; from tile hoists to 5x2.9m lifting platforms – all of which are always up-to-date and expertly-maintained in-house.

Rob adds, "Direct Hoist has invested £200,000 in more top-spec GEDA gear. I'm still driving the company forward and purchasing the latest kit."

Direct Hoist specialises in hoists and platforms produced by GEDA, a respected German brand that's been an industry leader for 90 years.

Rob is keenly aware of the construction sector's need for bigger and ever-more-specialised products. Coupled with health-and-safety

regulations, it means a hoist has become an essential tool for almost any site.

Construction hoists are part of a fast-moving industry, allowing optimum build speed and cost-effective manpower savings. Today, for instance, a hoist means an entire prefabricated bathroom pod can be lifted into position, rather than spending days running up and down ladders or tackling internal stairwells.

Of course, planning and erecting hoists is a specialised concern, which is why Rob's team of qualified hoist installation engineers is on hand to get the job right – not just now but pre-empting what the site may require in future.

Rob says, "We offer free advice, site surveys and expert project planning. We know what, where, when and how big, and we advise accordingly. We establish what's essential, and what may be wanted in three or six months' time."

So whether you don't yet know how high you'll be building or if another pandemic will be hitting the construction industry, Direct Hoist can lift your firm above any unexpected chaos.

Contact Rob

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