

# PREMIER CONSTRUCTION

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## SOARING SUCCESS

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**C**onstruction hoists have become essential equipment on large-scale developments. With the ability to transport tools, materials and workers quickly and efficiently, hoists cut costs and optimise build speeds.

But what happens when the site has serious access difficulties? How can a project manager take advantage of a hoist's manpower savings if there's simply no space for installation?

The answer is to call Direct Hoist – a specialist in GEDA machines, with the expertise to go places other hoist suppliers cannot reach. Indeed, Direct Hoist's founder Rob Wilson relishes the scope to erect equipment in areas many

would consider too impractical.

A recent challenge for Direct Hoist was to supply a hoist for a 61m office-to-apartments conversion in Newcastle, where the entire platform had to be fed through a car park with 1.8m head height.

Rob says, "Other hoist companies said it couldn't be done. But we did it. We had to strip it down far enough to get through the basement, then rebuild the complete hoist once it was in position."

Although it's common for Direct Hoist to have multiple installations on one site, just one hoist is in operation here: a GEDA 500 Z/ZP/850 transport platform, which can be operated as an 850kg goods-only hoist or up to 500kg for five persons. When used for materials, the

platform is controlled from the ground and sets off at a speed of 12m/min before accelerating to 24m/min. When carrying personnel, the hoist is controlled from the platform and maintains a 12m/min speed; it also adds a roof.

"It's a great, versatile hoist," adds Rob. "It can be left- or right-handed, and has the facility to move around the loading/unloading ramp."

For the Newcastle installation, the 500 Z/ZP/850 is being used solely for goods transportation to any one of its 19 storeys. Eventually, it will be employed to assist a complete refurbishment of the building and replacement of the external cladding. In the meantime, it's enabling the completion of full wrap-

around scaffolding at an impressive rate of one landing per day.

Rob reports, "A hoist dramatically speeds up the construction of scaffolding. Because platforms can be configured to different widths, 21ft scaffold tube can be carried vertically and safely, on a much smaller footprint."

Little wonder, then, that many scaffolding companies are now buying their own construction hoists. Similarly, city-centre-based furniture removal specialists have discovered the convenience of hoists, which prove invaluable when delivering large three-piece suites into apartments through high windows.

Needless to say, Direct Hoist is ideally placed to offer sales and servicing of German GEDA hoists to ensure customers choose exactly the right equipment – not just for their current circumstances but to allow scope for expansion – and stay safe throughout their working life.

Rob says, "We've been expanding our sales department and can now offer finance on our products. GEDA hoists are the best on the market for quality, reliability and their electrical components."

Direct Hoist's commitment to GEDA comes from Rob's vast product knowledge and his firm's large hire fleet of versatile hoists. Direct Hoist is continuously investing in new equipment to ensure its range is varied enough to suit any development, backed up with free advice, site surveys and expert project planning. And not just for the job in hand – Direct Hoist assesses what might be needed later in the scheme to ensure the right equipment is provided from the outset.

Rob adds, "It's surprising how much



there is to learn about hoist installation, even for experienced construction workers and managers. We need to know load calculations, equipment specifications, and whether there are any voids below ground or obstructions (such as telephone lines) above."

He continues, "We have an exceptional reputation for safety. Ours is a very specialised industry, heavily governed by legislation – which is probably why there are fewer than 15 hoist companies in the UK."

After just seven years' trading, Direct

Hoist is already a soaring success. And, thanks to Rob's dedication to business, Direct Hoist is looking to the future.

He says, "We're trying to go green, but electric vans don't yet offer the range we need. So we've installed an HVO (hydrotreated vegetable oil) diesel tank for our vehicles, which is 100 per cent renewable, and gives a 90 per cent reduction in CO2.

"We're a forward-thinking company. The only way for us is up." ■