

The logo for COAM, featuring the letters 'COAM' in a bold, blue, sans-serif font with a white outline. Below the text is a solid blue horizontal bar that tapers slightly to the right.

COAM

Quality Through Competence

N° 21 - 2024

A close-up, low-angle shot of a large industrial machine, likely a lathe or mill, with several polished metal components. The machine is highly reflective, showing bright highlights and deep shadows. The background is slightly blurred, showing an industrial setting with overhead lights.

**COAM SLIDE
& VIDEO MAGAZINE**



Engr. Marco Santel

Editorial by the technical director of COAM Hub

After a hot summer, the sun still smiles on beautiful Italy, entering through the windows of our headquarters in Mellaredo di Pianiga (VE), finding us ready to start again with new challenges.

The first half of 2024 saw significant growth in percentage of our turnover and number of customers and partners, both technological and commercial, with whom We started new collaborations, also from a technological and research perspective.

Relationships with our customers and historical commercial partners have strengthened and this testifies to the fact that our continuous efforts in technological innovation and in the study of solutions for the modernization of elevators are giving results.

Energy saving, the circular economy, safety at work and the strengthening of our engineering sector, make our work more

valuable, not only for us, but also for the environment, the improvement of life in the factory and for the customers who with ever greater trust assign us new tasks and ask us for increasingly cutting-edge technological proposals, with aesthetic solutions that are often complex to implement, but that our technicians and factory operators tackle with enthusiasm and teamwork.

In this sense, our **CSH division - Consultancy and Technical Support for Hydraulic Lifts** - is increasingly active in supporting both technological and commercial customers and partners.

With serenity We are approaching the end of a truly exciting year for our company and for those who rely on it.

Engr. Marco Santel



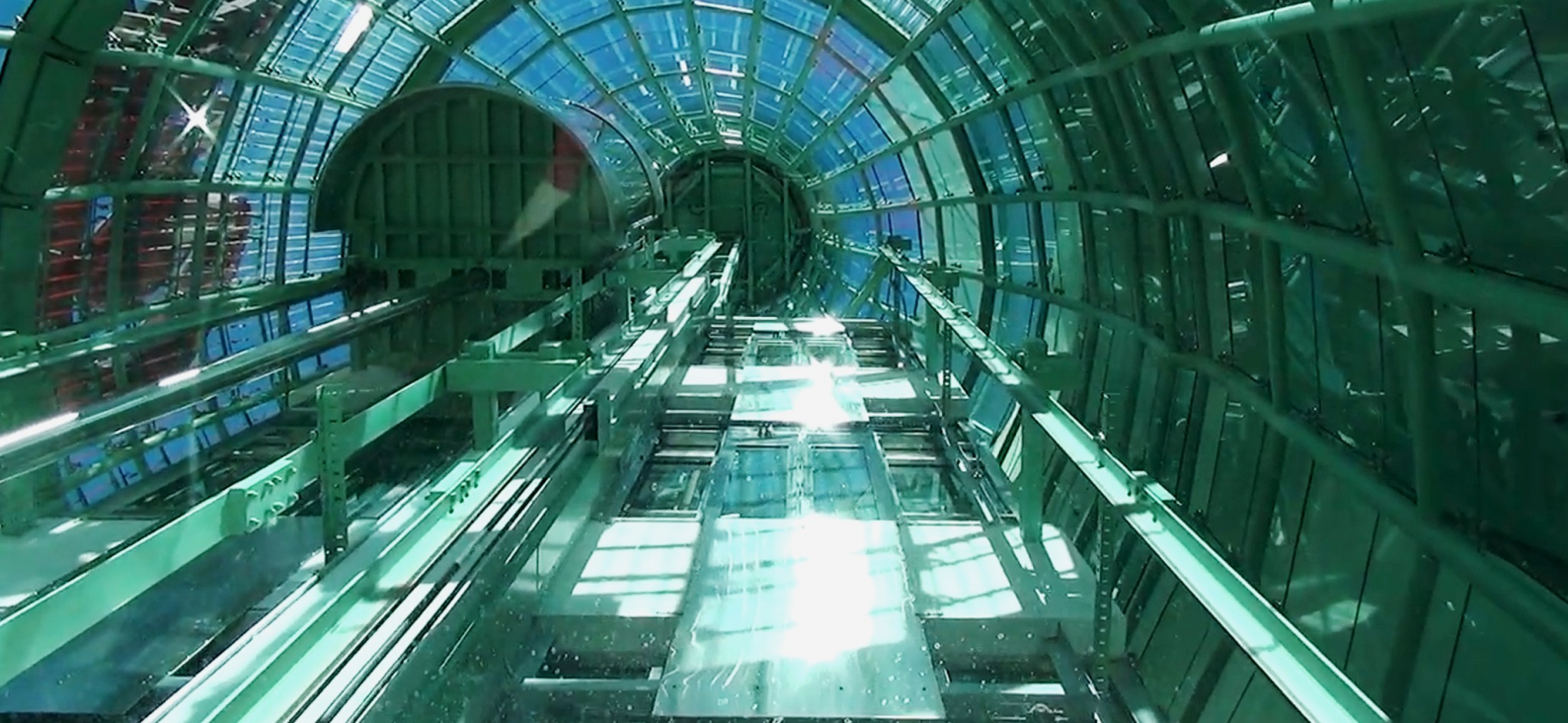


When the hydraulic lift becomes part of the design of a haute couture environment

An important part of the components used for the construction of the hydraulic lift located in the Armani store in Milan is from COAM, and we can see it in the photo on the side.

Note how the chrome-plated lifting piston becomes an attractive element in the design of the modern glass lift.





Unique elevators in mythical environments

These are the famous Schindler hydraulic elevators installed inside a giant Coca Cola bottle located in Las Vegas, the famous entertainment capital of Nevada.

In other issues of our *Coam Slide & Video Magazine* We have seen elevators like these installed in various buildings, whose advertising function is the main attraction.

And this time We enter inside the most famous shaped bottle in the world, only that to give us this opportunity for vertical travel it was not necessary to shrink the explorers, as happens in science fiction films, but the environment to explore was enlarged.

In this case the famous bottle just mentioned.

- ▼ The Glass Schindler Elevators at the Coke Bottle in Las Vegas, NV
Video by STL Elevators





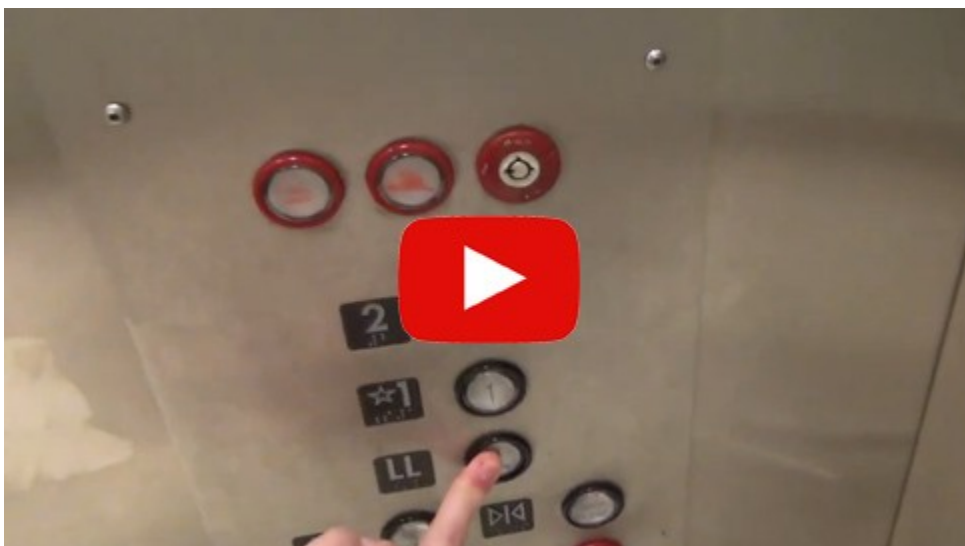
Hydraulically operated elevators they are also chosen by marketers

Hydraulic piston elevators are chosen by architects and designers who design large shopping centers, luxury shops and highly attractive environments.

The choice of this type of elevator is often strongly desired not only by architects, who usually adopt glass shafts and cabins in these situations, but also by marketing professionals who have the task of studying solutions and offers to make customers' purchasing experiences increasingly exciting.

A good shopping experience is the basis for customer loyalty, it means giving him a good reason to return to that store, facility or shopping center.

The experience of the vertical journey between one floor and another of these large shops must also be memorized as positive and the journey made in a hydraulic piston lift achieves its purpose, because it is known that when the user feels relieved from the steel column of a hydraulic piston it feels safer than when it is hoisted via a rope system, which is very advanced and certainly safe too, but the feeling of safety that a piston system offers is almost instinctive.



◀ Amazing Scenic Hydraulic Elevators - Macy's - Hawthorn Mall - Vernon Hills, IL



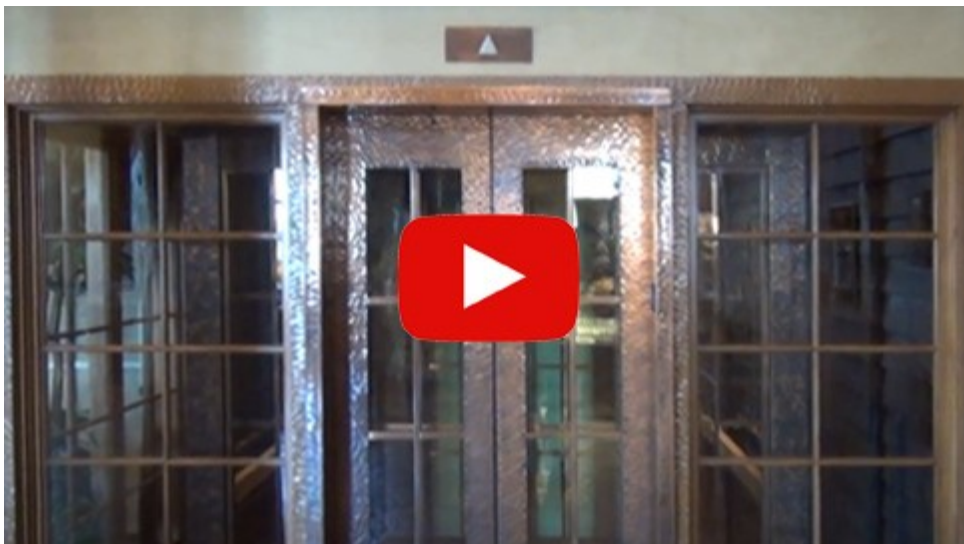
High hydraulic technology in a rustic setting

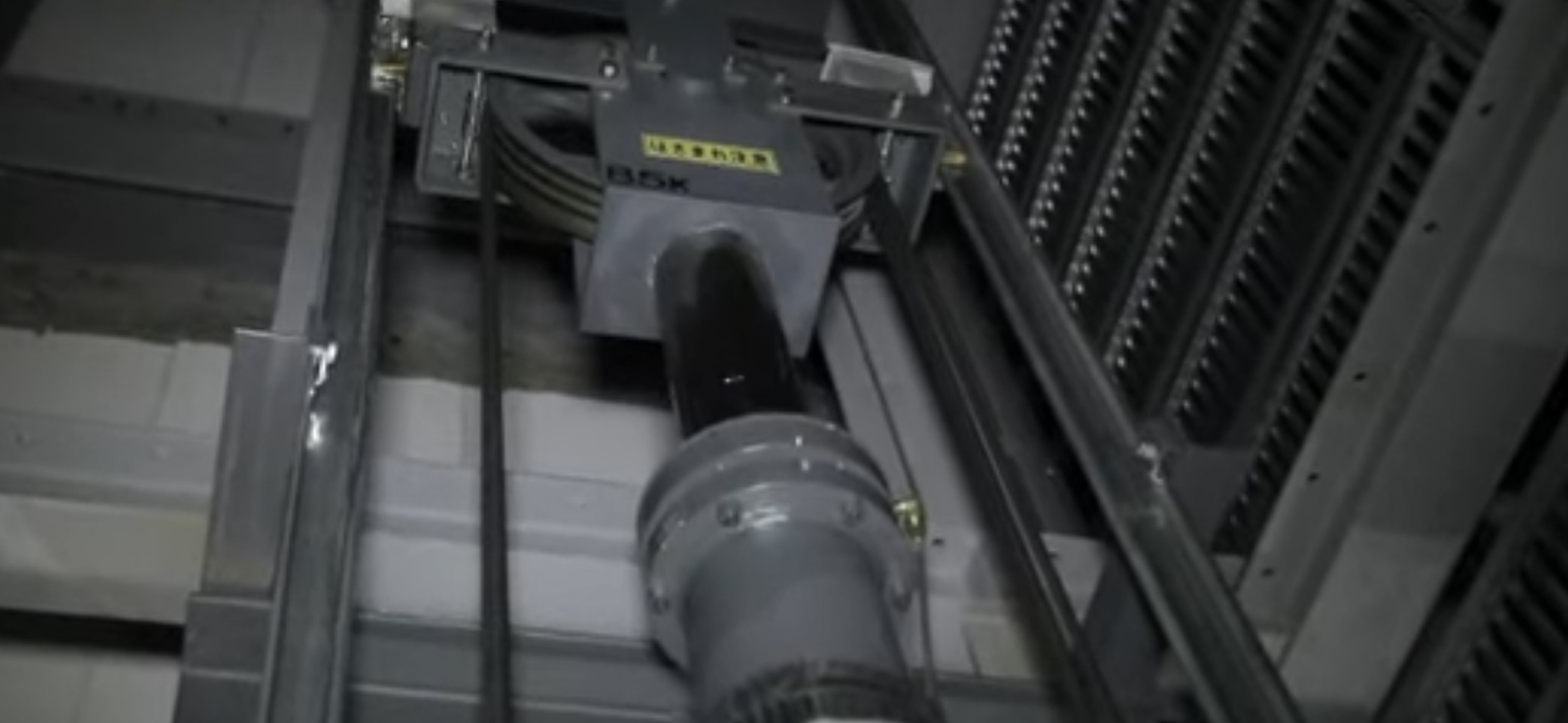
In the video We present on this page you can see a Thyssenkrupp hydraulic elevator installed at the Keeter Center - Hollister, MO.

This solution is decidedly original and integrates the technology of lifting people and goods by means of a hydraulic lift placed in a rustic environment.

The installing company opted for a totally visible solution without an elevator shaft, harmonizing the structure of the piston elevator itself with the surrounding environment thanks to a particular workmanship of the panels making up both the cabin and the elevator structure in general.

▼ Impressive Thyssenkrupp Hydraulic Elevator - The Keeter Center - Hollister, MO





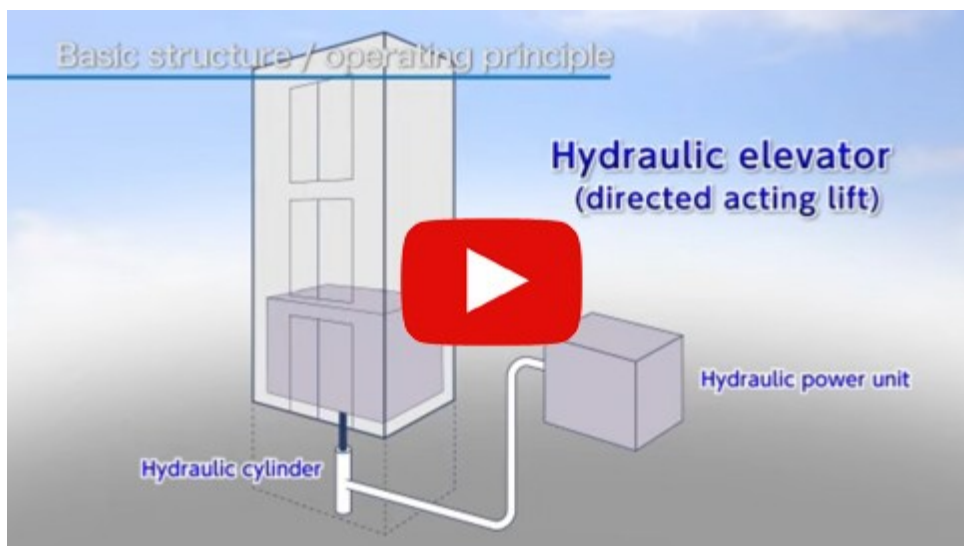
Video tutorial

Anyone who stops to read and watch the videos recommended by our *Coam Slide & Video Magazine* is aware of the fact that we search online for the best tutorials on the topic of hydraulic piston elevators.

This video is one of those and it is interesting because it blends computer graphics images with real images of a piston plant.

The idea comes from Asian countries, very active in the installation of new hydraulic systems that are chosen to compose the most interesting installations, both from the aesthetic point of view and from that of reliability and duration in operation even in conditions of high use and stress.

▼ Hydraulic elevator basic structure operating principle





Hydraulic piston elevators in places with very high attendance rates

In places with very high traffic, such as airports, stations, department stores or shopping centers and others, the choice increasingly falls on piston-driven hydraulic elevators.

This happens not only because of the well-known robustness and reliability that this type of elevator and freight lift offers, but also because in recent years designers, installers and manufacturers of components have placed at the centre of their activities the search for increasingly valid solutions in terms of saving electricity and respecting the environment from the point of view of the materials used.

In this video a hydraulic piston elevator in operation at the Montreal Trudeau Airport (YUL), video courtesy of Heritage Elevators.

▼ Hydraulic glass elevators - Montreal Trudeau Airport (YUL)





Vertical travel for vertical tourists

Travel agencies increasingly include some fundamental stages in their catalogues, such as vertical journeys, which lead to seeing breathtaking views from the center of immense cities and to living fun or thrilling experiences in other cases.

Let's see some of them published by various video makers who use YouTube.



▲ Eiffel Tower Elevator Ride



▲ Tower of Terror Elevator - Disney Hollywood Studios - Walt Disney World



▲ Riding a Claustrophobic Elevator Capsule to the top of The Gateway Arch - Futuristic Capsule



▲ CN Tower, Toronto, Canada



Spaces occupied by skyscrapers and tall buildings have more value

When we talk about vertical travel we do so with good reason, because the buildings of the modern era, thanks to the development of building technologies, tend to occupy more and more vertical space than horizontal space for obvious reasons of saving land.

To build, you buy not only the land, but also the building capacity index and in large metropolises this evaluation is made promptly considering the height that the planned buildings will reach, also considering the impact that these will have in modifying the skyline.

A building that stands out in a skyline seen from privileged observation points or with wide passage has more value than a building confused among the others.

For some time now this concept of evaluating spaces for building has further expanded from an advertising point of view.

A building that bears a certain name or that can host an advertising system (there are facades that become real videos), when it is unmistakable on the skyline and visible from afar, takes on more economic value and offers prestige to whoever uses it in any form.

Some examples: Trump Tower, Chrysler Building, Empire State Building, One World Trade Center (New York), Burj Khalifa (Dubai), Torri Petronas (Kuala Lumpur), Marina Bay Sands (Singapore), Taipei 101 (Taipei), The Shard (Londra), Willis Tower (Chicago), Shanghai Tower (Shangai), Lotte World Tower (Seul), Elbphilharmonie (Amburgo) and many others.

In this video, posted by Rob Boelhouwers, the Art Deco-inspired interior and exterior components of the Chrysler Building, including the elevators, are visible.



▲ Chrysler building - Rob Boelhouwers



COAM House Organ dedicated to information about technologies, sustainability, solutions, design and events in the area of the vertical lifting of people and goods through the use of hydraulic elevators and car lifts. Review of videos, information and images from all over the world.

n° 21 - 2024

This magazine is not a newspaper and it's not published periodically

Graphic layout by Ass. Modus

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Notes: In Coam Hub periodic webinars dedicated to vertical transport technologies are waiting for you. Participation is for operators in the sector in <https://www.coamhub.it> - the subscription is free.

Do you want us to talk about you? Tell us what you're doing, which technologies you use and which solutions you present in the elevator area and in the vertical lifting of people and goods.

Technicians, designers, entrepreneurs and company managers who wish to be contacted to illustrate solutions, products, projects and offers for the webinar or for communication campaigns towards B2B market can contact the editorial office. Interviews, articles and editorials are free and published at our discretion.

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