

Crane Signage



Rope Neon LEDs Take Crane Signage to New Heights

Working with builders to take advantage of the fantastic opportunity provided by advertising on tower cranes has led us to recent high profile projects with high tech lighting. Let's face it, it is a great way to take your brand to new heights!

Probuild have been selected to build three buildings as part of Curtin University's new industry-connected innovation precinct called Exchange. This has been designed as a transformative hub that will serve as a catalyst for innovation benefiting students, industry and the broader community. To showcase this project, Probuild needed crane signage that was light, bright and durable.

Why Crane Signage?

Crane signage is highly visible and places your business in front of thousands of people every day. Due to the height of cranes it is seen from miles around. It could just be the best advertising you invest in.

Visible during the day and illuminated at night, crane signage will boost your business during a project's development. As this can run over multiple years, the return on investment will keep the bean counters happy as this is a viable, cost effective advertising strategy.

Make a Lasting Impression

The recent Probuild crane 'exchange' lettering was repurposed from existing crane signage. The signs have been recycled from previous jobs – which is clearly a win for the environment. Not only is this a sustainable approach, it is planet friendly and more cost effective.

For Probuild we developed 4 sets of double-sided 'exchange' signs in 4 colours - red, orange, teal and blue.

Our fabrication process is fine-tuned to create a product which is light, bright, and durable. We start with good design (of course!). This is vital to develop a solution which has excellent contrast and visibility and takes full advantage of the surface area allowed for your particular crane.

In this case the 'exchange' name spanned over 8.5 metres in width. The robust letters are made of 3mm aluminium and then 2 pac painted. The individual letters are mounted onto a jib frame to allow for easy installation on site.



LED Illumination

The lettering is illuminated with rope Neon LED for high visibility. This design features LED's contained within a moulded plastic tube to give a neon effect and replicate legacy neon signs of the past, with all the benefits and none of the drawbacks of glass neon tube. As this illumination system is based on LED technology the entire sign is a 12V system and the flexible moulded plastic is resistant to damage from minor impact. Two of the signs have RGB rope Neon LED to allow for interchangeable colour - now wont that be funky!

Getting your Name in the Air

Once fully assembled and tested in house, the crane signage was decommissioned and transported on low loaders to the crane yard. Once at the yard the final assembly takes place, with the signage mounted onto crane jibs ready for their final destination.

Have you seen 'exchange' floating high above Perth CBD's skyline? Look out for 'exchange' next time you scan the night's sky!

Take your Sign Message to the Next Level

We help customers select their style and design to create a wow factor. Working with many commercial builders we can deliver standout results, using the latest technologies and high quality LED products. Our high quality finish guarantees a long lasting investment.

Make the Most of Your Building Assets

Our team of professionals are just a phone call away. Stand out from the crowd with high impact sky signs or crane signage. Let your customer's see you from afar - whether it be a shopping centre, stadium, office or hotel!

For help or advice on rope neon LED signage, call the office today and ask for Roy on + 61 8 9274 5151 or email admin@signsandlines.com today.





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CASE STUDY

To discuss your own signage strategy please don't
hesitate to get in touch.

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