



CRANE AND JUMP-FORM SIGNAGE
MULTIPLEX, PACT & OGILVIE APARTMENTS

2022 / 2023

CRANE AND JUMP-FORM SIGNAGE

MULTIPLEX, PACT CONSTRUCTIONS & OGILVIE APARTMENTS TRUST

Oftentimes, when we think of cranes, we think of building. We also think of building when we think of jump-forms. Both ideas are instantly associated with the construction process, but too often we ignore their incredible advertising potential!

Crane signage brings unmatched visibility to a brand, by etching a name into the sky at staggering heights.

Jump-form signage gets even more effective over time, because its elevation increases as the building grows, and so does its visibility. Both forms of signage have mammoth scale, which, when combined with elevation, provide a transformative advertising experience.

This case study explores crane and jump-form signage through consideration of the work Signs & Lines have done for Multiplex, PACT Constructions, and Ogilvie Apartments Trust. Through these clients, we've manufactured and installed crane signs for Erben, Edge, Cbus Property and Brookfield, as well as jump-form signage for ECU.

PROJECT SNAPSHOT

Project:	Crane and jump-form signs
Location:	Perth WA – various locations
Environment:	External
Client:	Multiplex Constructions Pty Ltd, PACT Constructions, Ogilvie Apartments Trust
Date:	2022 and 2023
Features:	Crane and jump-form signs, illuminated lettering, sign refurbishments

IS IT A BIRD? IS IT A PLANE?

No, it's a crane sign! Wherever you are, if there's a crane sign, you're going to see it, and you're going to notice it. Crane signs have the benefit of their huge scale and enormous elevation, especially the Erben sign we installed, which was over 7m in length and greater than 1m tall! This sign weighs in at just over 100kg, and features gloss-black lettering which embodies the classiness and luxury that is Erben Apartments.

Our Edge Apartments crane sign employs a similar scale, but instead features spray-painted black lettering. Both the Edge and Erben signs are both manufactured from aluminium, which is incredibly durable for its weight. This assures the longevity of the sign at altitude, whilst being light enough to be supported safely.

SHINE BRIGHT LIKE A DIAMOND

If scale and elevation didn't make crane signs visible enough for you, the incorporation of LEDs make them a beacon in the sky. Our ECU City, Erben, Edge, and Cbus Property crane signs all feature LED illumination. The ECU City crane sign boasts a white neon rope which surrounds its perimeter. This rope holds over 200 individual LED lights which make the letters shine bright against the night sky, only adding to its already stellar visibility.

Alternatively, our Cbus Property features a white neon rope fixed to the centreline of each letter, providing an even more aesthetic look.



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CASE STUDY



NO CHALLENGE TOO LARGE

It goes without saying that installing crane signs is not easy and many challenges are raised. No crane sign is the same, they all depend on the type of crane, its height above the ground, and the requirements provided by the crane company's engineer. Installing a crane sign requires high-quality communication with numerous bodies: the client, builder, site manager, crane company, and the crane company's engineer, as well as our own engineer and electrician.

Signs & Lines must adhere to the position, weight, and surface area we are provided, otherwise there will be consequences to the safety and utility of the crane. After engineering and design, the sign needs to be installed to the crane jib at least a week before the crane goes up, so it can be signed off from an electrical standpoint.

Sitting at such a high altitude, crane signs need to endure extremely tough conditions: strong winds and low temperatures. Therefore, much thought needs to go into attaching them to the crane's jib, as well as the material they are made from, to ensure no problems occur whilst they're up in the air.

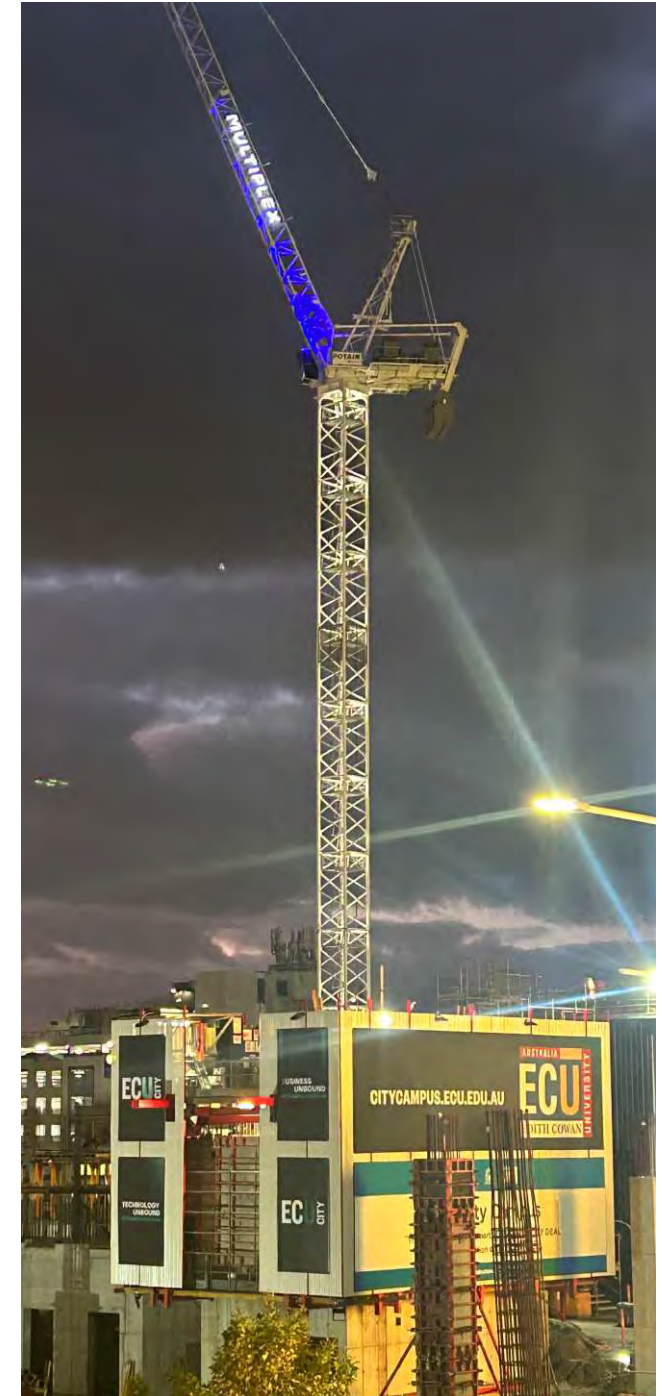
Fortunately, at Signs & Lines, we have the capable crane expert Richard handling our crane and jump-form signage. Don't hesitate to contact Richard Angerson if you have any additional queries about the challenges and merits of crane signage.

NO DETAIL TOO SMALL

With crane signs sitting at such altitudes, you'd think that some small details could be spared, couldn't they? Potentially, but we don't cut corners at Signs & Lines. Our focus on detail is what makes us stand out, and it's why our clients trust us to do things properly. It's the small things, like the premium quality paintwork, or the aluminium framework with a smooth, visually appealing, orbital finish, that provides the quality that Signs & Lines is renowned for.

READY FOR LIFTOFF

As wonderful as they look up in the sky, these crane signs need to get there somehow. Not surprisingly, these signs need to be installed whilst grounded. For these projects, our Signs & Lines team delivered the signs to the crane company's yard and installed them to the already existing crane truss, before being delivered to site, and taking to the skies. Some of these projects required as many as 17 galvanised bolts to secure the sign in place, assuring its endurance whilst high above the ground.



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CASE STUDY

JUMP-FORM SIGNAGE

Whilst jump-form signage may not sit at the elevation of a crane sign,

it makes up for it with an even greater scale. Consider our ECU jump-form signs, located on the ECU City Campus in Mount Lawley.

These signs are attached to the jump-form via an aluminium sail track, and, as the jump-form increases in elevation, so do the signs. Two of our ECU City jump-form signs sit next to each other at a combined size of 10m by 6m, dwarfing the size of a crane sign.

Jump-forms have the added benefit of being able to convey a lot of information, whilst being relatively inexpensive. Other perks include the extended exposure period of jump-form signage, which usually stays up throughout the building process. It is also targeted at a localised audience, like the ECU City signs which appeal to those who frequent the city anyway.

The combined application of crane and jump-form signage gives an almost unrivalled visibility.

REDUCE, REUSE... REFURBISH?

At Signs & Lines, limiting waste and being sustainable is a priority.

That's why we were more than happy to help refurbish the Brookfield crane sign. Located on the other side of the Cbus Property crane sign, the Brookfield sign needed cleaning, repainting, as well as new fixing bolts and a new and improved LED strip. This was no struggle for our team, and the Brookfield name was looking as good as its reputation in no time. If your company has a crane sign in need of an upgrade, don't hesitate to contact our knowledgeable crane expert, Richard.

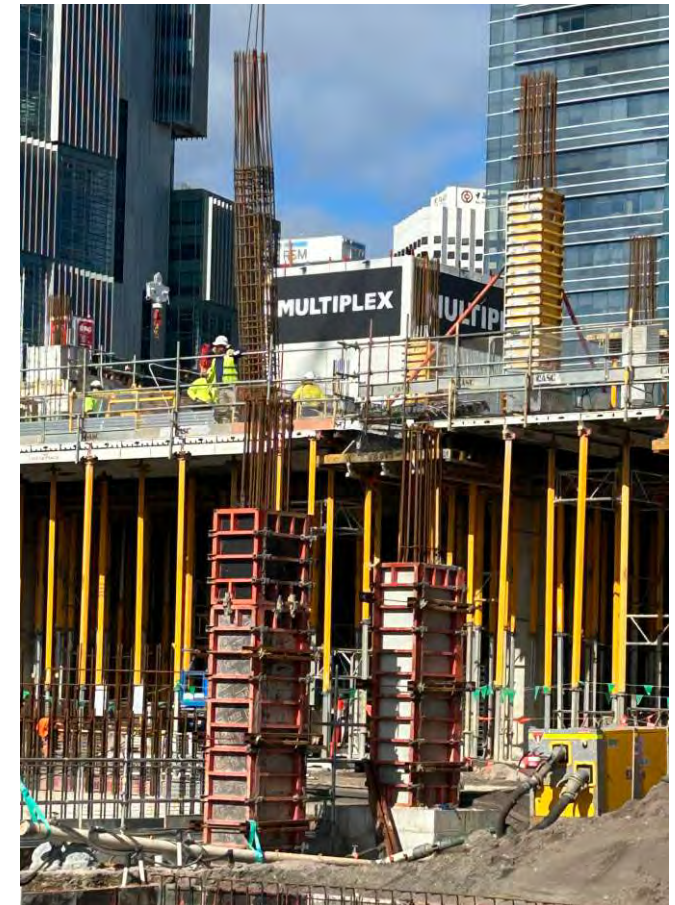
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THE FINAL WRAP

Think you're ready to give crane and jump-form signage a go? The Signs & Lines team will give you non-biased recommendations and gear your signage to the future. We are not affiliated with any brands, which gives us maximum flexibility to design a solution based on the technology that best fits your requirements.

Bringing our experience of static and digital signage solutions will ensure that you as a customer, and your users, will have an outstanding experience every time they visit your venue. We're ready to start talking! Speak up now about your next project.





Talk to the team at Signs & Lines today.

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