



COAM

Quality Through Competence

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**COAM SLIDE
& VIDEO MAGAZINE**



Engr. Marco Santel

Editorial by the technical director of COAM Hub

Dear friends and colleagues, we have reached 2022, we have spent another year together with technology proposed by COAM, a company specialized in solutions for the construction of hydraulic lifts and elevators.

2021 was not a year like any other but, despite the conditioning due to the health situation caused by Covid 19 which involved all production chains all over the world, our company was able to live up to expectations, responding punctually to customer requests, both from the major brands of the world of elevators that have always used our components, and from the designers, installers and maintainers who work with us, use our technologies, and benefit of our technical support and our design department.

2021 was also an important year for the birth of the **Effy** brand, which belongs to COAM and is inspired by the concept of efficiency and the energy and economic savings in plant maintenance and management activities.

Effy was born from an idea developed in COAM which, thanks also to the involvement of technologically advanced companies and professionals in the sector, has introduced devices that significantly reduce electricity consumption.

The Effy concept was created to offer the reduction of electricity consumption and related bill costs, but also to take advantage of the low need for extraordinary maintenance or recurring repairs, which is typical of hydraulically operated lifts and elevators, and for their robustness and service life.

It is also important to highlight the low installation costs compared to cable lifts, also considering that the placement of the control units, pumps and tanks can often be carried out without having to arrange specific rooms, which significantly affects both construction costs and problems related to the positioning of the systems themselves, confirming that a hydraulic system provides greater flexibility in design, assembly and service life.

Last year also led to an increase in subscribers to our online Hub (coamhub.it) which is increasingly becoming a reference for designers, maintenance technicians and installation companies.

The COAM Hub will have further growth thanks to the technological and commercial e-campus that will see its launch in the spring of 2022 with a series of IT, training and consulting services for both our customers and technical partners, with training initiatives also from a commercial and marketing point of view for installers, maintenance technicians and designers who plan to include hydraulic systems for vertical transport of people and goods in their projects and business models.

All of us at COAM take this opportunity to wish you a prosperous 2022.

Engr. Marco Santel



COAM and the new elevator in Paglieta - Abruzzo (Italy)

Special thanks to COAM for an innovative project: the new inclined elevator with hydraulic movement installed in Paglieta, region of Abruzzo, which connects Viale delle Rimembranze to Piazza Roma and which was preferred to other solutions that proved to be less effective and more impactful from an environmental point of view for elevators of this type.

The inclined lift, equipped with a COAM telescopic piston, is strategic for the accessibility to the historic center of Paglieta, a town in the province of Chieti, especially for people with reduced mobility and for reaching the parking lot below.

▼ Interview to the Mayor of Paglieta - Italy





Interesting webinar from IFMA and Otis Elevator Co. on the topic of Covid-19 elevators

The main companies in the vertical handling sector, in particular lifts and elevators producers, are at the forefront to help both the people who use these essential means for vertical transport but also the managers of these structures.

Find out how facility managers can help keep building occupants safe when using elevators. Hosted by IFMA and Otis Elevator Co., we will share an overview of the results of a scientific study on how elevator airflow affects the risk of COVID-19 exposure for passengers.

We advise you to activate subtitles if you don't speak English.

▼ Learn How COVID-19 Exposure on Elevator Rides is Low Risk with Simple Mitigation





Privacy in the elevators

It happens more and more often, especially in companies or large housing complexes, offices, commercial or production activities, that for legitimate reasons video surveillance cameras are installed in the elevators.

Obviously without activating the audio recording part, otherwise a real wiretapping operation would follow, which is the responsibility of the competent bodies and in cases regulated by law.

But for legitimate and / or security purposes, some Data Controllers (this is how the European regulation defines the natural or legal persons who are responsible for adopting an adequate policy on data processing to protect the privacy of people in various contexts) decide to install cameras also in the elevators.

Anything can happen in elevators, so any footage must be taken and processed or stored in compliance with the so-called GDPR (in the case of the European Community), or the European Regulation N. 2016/679 of which we report the link <https://www.privacy-regulation.eu/it/>, and this is the website of the Italian data protection authority, also defined as the Garante Privacy, <https://garanteprivacy.it/>.

It is always useful to entrust the work of installing cameras and also access control equipment to specialized companies that guarantee an adequate application of the laws and regulations in force.

Relying on do-it-yourself or companies that are not up to the task can expose the data controller to the risk of very heavy penalties, including economic ones.

There are several videos including compilations that show funny scenes taken by surveillance cameras in the elevator, they are on Youtube, but we do not report the link for the reasons set out above related to the origin of the images and their compliance with the GDPR.





Hydraulic elevators enhance the experience of visiting and shopping in malls

Quite often the ones that are seen in their transparent and attractive form and which also act as an attraction in shopping malls around the world are hydraulically operated elevators.

In these special elevators for their role, they usually do not serve more than a floor or two but offer a 360 degree view of the shopping mall area where they are installed.

All of this is part of the strategies carefully studied to increase the positivity of shopping experiences: it seems almost impossible for marketing to also become part of the decisions on installing an elevator, but in highly attractive commercial environments this is usually the case.

Architects often compare themselves with "those in marketing" to get their opinion, obviously not from an aesthetic or technical point of view, but from that of the positioning and enhancement of the area affected by the view that can be admired by taking a tour in these elevators, which act as an observation platform and motivation for the entrance to the shops belonging to commercial center.

In the video below you can see a wonderful, although dated, Shindler elevator installed at Ringstrassen Galerien, Vienna, Austria.

2 Circular 1992 Schindler hydraulic elevators - Ringstrassen Galerien, Vienna, Austria ▶





Types of elevators: hydraulic and rope traction

Comparing the operation of the two types of elevators is important to identify the most convenient applications under various aspects, such as construction and technology, logistics, aesthetics and, last but not least, the economic one.

In fact, when choosing between rope or hydraulic lift, there are many elements to consider in the economic evaluation, including:

a) The cost of extraordinary maintenance; the high resistance and the limited need for extraordinary maintenance of a hydraulic lift compared to one with traction by ropes is well known.

b) The availability or not of a space for the construction of the machine room on the roof, while for the hydraulic lift this room or space can be located anywhere, because the lift is moved by means of oil transported by flexible pipes.

c) The limited electricity consumption due to the implementation of Effy, the system that drastically reduces the electrical absorption, especially when starting the engine.

The About Elevators video explains how they work in a simple and easy way.



Types of Elevators | Working of Elevators/Lifts | Hydraulic & Traction Elevators ▶



An elevator where you feel like you're riding a drone or flying like a superhero

A trip in an elevator can become an exciting experience, a moment of entertainment and also a means of provision of content and advertising.

While traveling with this elevator you would like the journey to never end, it is so much fun, all thanks to creativity, technology and the masters of video.

JimLiElevators takes us for a ride on this fantastic Kone high-speed elevator, installed at the Ping An Finance Center in Shenzhen, China, which engages you and delivers content as it travels the 116 floors of the skyscraper.

▼ ULTRA-FAST Kone High-Speed Elevators at Ping An Finance Centre in Shenzhen, China





When television programs were also recorded in the elevators

The keys to success for a television format are undoubtedly the originality, the ability to attract the interest of the public and to entertain by offering a satisfying listening experience, but in addition to all this, also the location is of extreme importance.

In these pandemic years, the "ongoing shows", the television shows that take place on the road, have continued their fortune also for having become a tool for making people travel at least with their eyes and mind.

But the shows that suffered a setback were both the car and elevator shows.

In the first twenty years of the 2000s the elevator shows were very successful because they were based on the context of the candid camera, the surprise shot that is always very entertaining for the audience.

Let's see one with an exceptional guest: Michelle Obama and Jimmy Fallon Surprise People in 30 Rock Elevators.



Michelle Obama and Jimmy Fallon
Surprise People
in 30 Rock Elevators ▶



Don't talk to be safe

Unfortunately, in this era scarred by Covid-19, even the experience of a simple elevator ride has changed, hopefully not forever.

We would never have thought that we could feel the nostalgia of the elevators crowded to the limit of capacity, which once bothered us so much.

Today, to travel by elevator you have to respect strict rules, as shown in the video posted by Live Science.

▼ LiveScience - Elevator Safety Tips for COVID-19





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.

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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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