

COAM

Quality Through Competence

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N° 19 - 2023

COAM SLIDE & VIDEO MAGAZINE



Engr. Marco Santel

Editorial by the technical director of COAM Hub

Welcome to COAM!

With this sentence, we welcome our customers who are professionals in the vertical transportation of people and goods.

Today, more than ever, elevator companies are discovering - and in many cases, rediscovering - the value and utility, from a business perspective, of hydraulic elevators and goods lifts.

Our relationship with technicians and installers, as well as designers, is becoming increasingly intense and constructive in the truest sense of the word because our engineering department is becoming more modern, innovative, and engaged in collaborating with customers who want to be modern and innovative in the field of elevator and goods lift design and construction.

As known, COAM has always been the creator of components used for the construction of the most complex, innovative, sometimes original, and often special hydraulic elevators and goods lifts. That's why installations all over the world that are the boldest, most spectacular, and technically advanced have a heart signed by COAM.

We have always worked alongside the biggest and most prestigious brands in the global elevator industry, and when it comes to hydraulic drive systems, they have no doubt and turn to us at COAM.

Over the years, our company has evolved into a group that also includes other

companies, not only suppliers of equipment and components for hydraulic elevator systems but also for other types of elevators and goods lifts. Among these, I would like to highlight CSH (Consultancy and Technical Support for Hydraulic Lifts), a division of our company composed of technicians, sales experts, and designers capable of assisting companies involved in the construction, repair, maintenance, and modernization of hydraulic elevators.

I would like to highlight the significant agreement reached with Hydroware, which designates CSH as the exclusive partner for MOD in Italy, providing services for assistance, consultation, and spare parts supply.

The COAM world is continuously growing, thanks to elevator companies, technicians, designers, and all those who, when they think about installing a new hydraulic elevator system or want to renovate their existing machinery, turn to us, our experience, our technologies, and our approach to innovation.

P.S.: In this issue, we have paid special attention to graphic animation, a tool that is becoming increasingly important and useful in our industry, both from a technical and commercial perspective.

Engr. Marco Santel





CSH is the exclusive distributor for Hydroware's MOD in Italy

As previously mentioned in the introduction by Eng. Marco Santel in this issue, we are now discussing an important milestone achieved by the young COAM division called CSH (Consultancy and Technical Support for Hydraulic Lifts).

As is well known, CSH is an organization comprised of technicians, sales experts, and designers capable of assisting companies involved in the construction, repair, maintenance, and modernization of hydraulic elevators.

Today, this division has entered into a highly significant agreement with the company Hydroware, thereby becoming the exclusive partner for MOD in Italy. This agreement includes providing consultation services, product sales, spare parts supply, and after-sales support.

In particular, the agreement pertains to the HydroElite and TractionElite products for the modernization of existing elevators in the Italian market. Requests and orders for modernization, as well as requests for spare parts and post-sales technical support within the exclusive partnership with Hydroware, will be managed by CSH. You can contact them as follows:

Tel: ++39 041 46.89.66 – Fax: ++39 041 46.84.63

email: csh@cshlift.com

You can see the official announcement directly on the Hydroware website:

<https://hydrowaresrl.it/hydroware-s-r-l-focalizzata-sugli-ascensori-completi-nuovo-rivenditore-per-le-mod-in-italia/>





The small magical box that unleashes power and lifts people and things

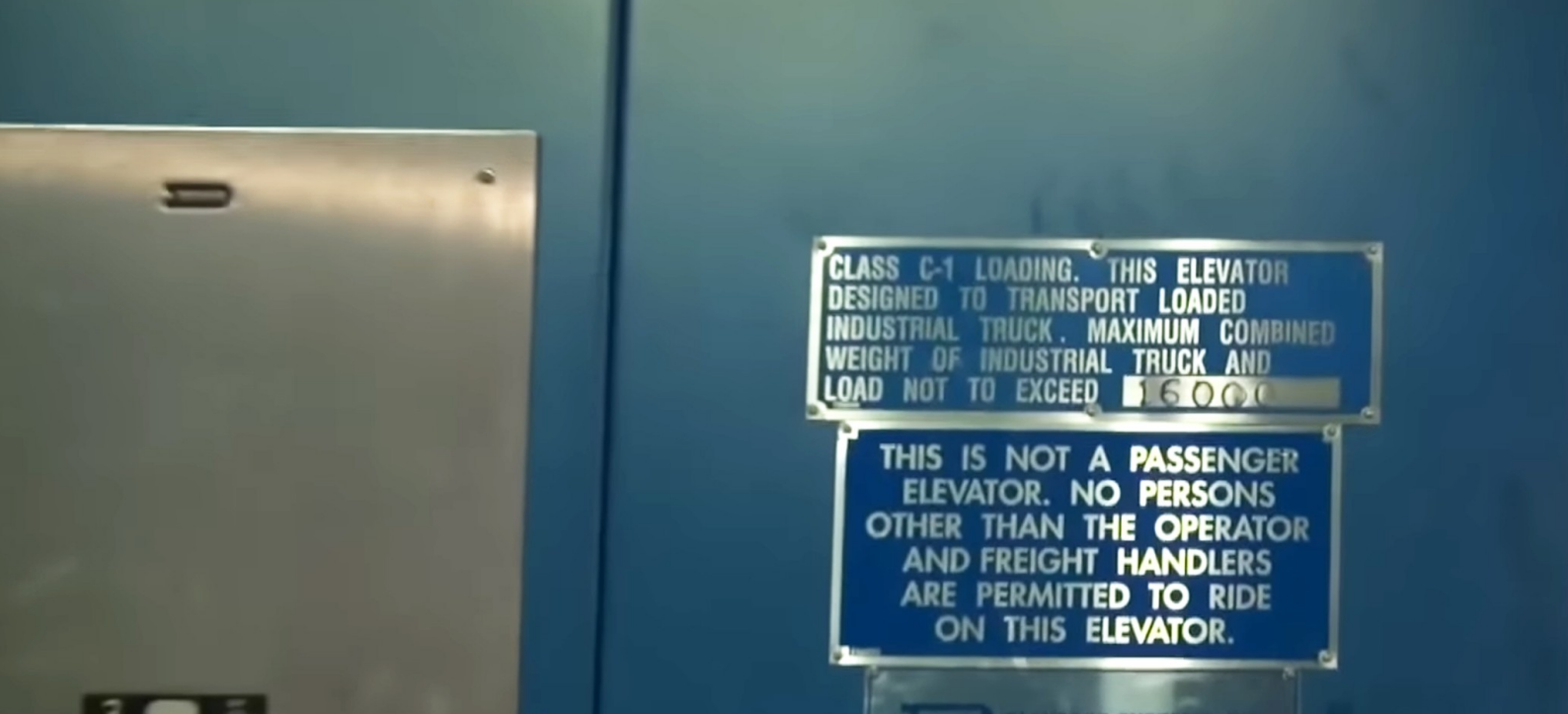
The installation of a hydraulic elevator is often a choice made due to the lack of space for setting up a proper machine room. While exploring the web, we came across a very effective video, albeit a few seconds long. In this video, with the help of excellent graphic animation, you can see how flexible the installation of a hydraulic elevator or goods lift is in terms of space.

On Toshiba's famous YouTube channel ([toshiba-elevator.co.jp](https://www.toshiba-elevator.co.jp)), you can observe the great ease of positioning a hydraulic control unit for elevators and goods lifts. It's a small space that houses something akin to a "magical box" that provides all the power necessary to lift people and things safely and quickly. It adapts to any project or space requirement, particularly in renovation projects where space constraints are common.

This provides architects and designers with an extra opportunity to incorporate elevators and goods lifts into even their most imaginative or complex creations.

▼ Hydraulic Elevators: Overview - Toshiba Elevator





A ride in a large and powerful goods lift

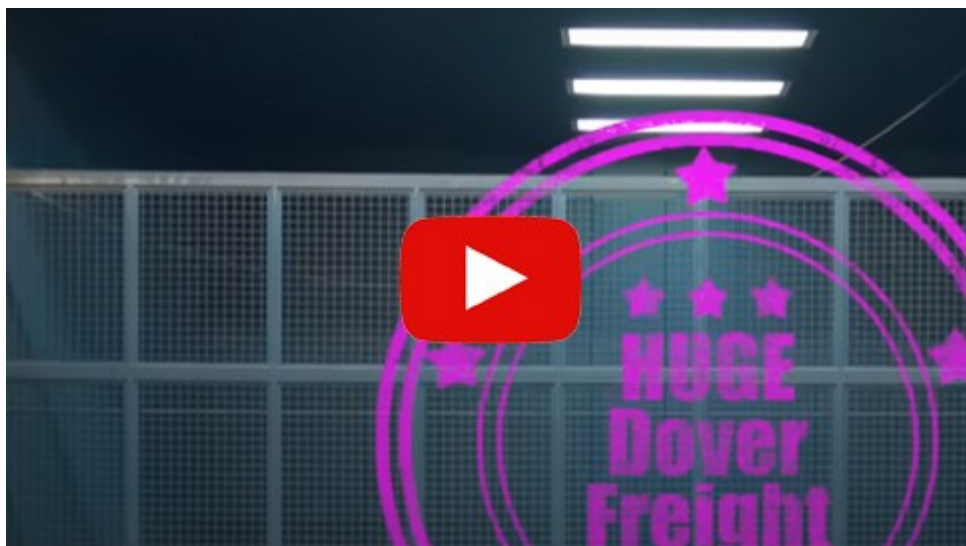
Have you ever thought that a room as large as your living room, or perhaps even larger, could be used as an environment for vertically transporting people and goods?

The video we're discussing today was created by DieselDucy, a well-known organization on the web for its beautiful videos featuring elevators and goods lifts of all types and sizes.

Today, we present to you a remarkable goods lift, approximately as large as the living room of the person writing this. However, this one moves and lifts very substantial loads. As the video's author describes it, it's an "enormous ride on the hydraulic Thyssen Dover goods lift of Texan proportions."

Enjoy your journey, or rather... enjoy your mobile stay.

▼ HUGE Freight Elevator ride - Texas sized Thyssen Dover Hydraulic with CUSTOM IMPULSE and EPIC MOTOR





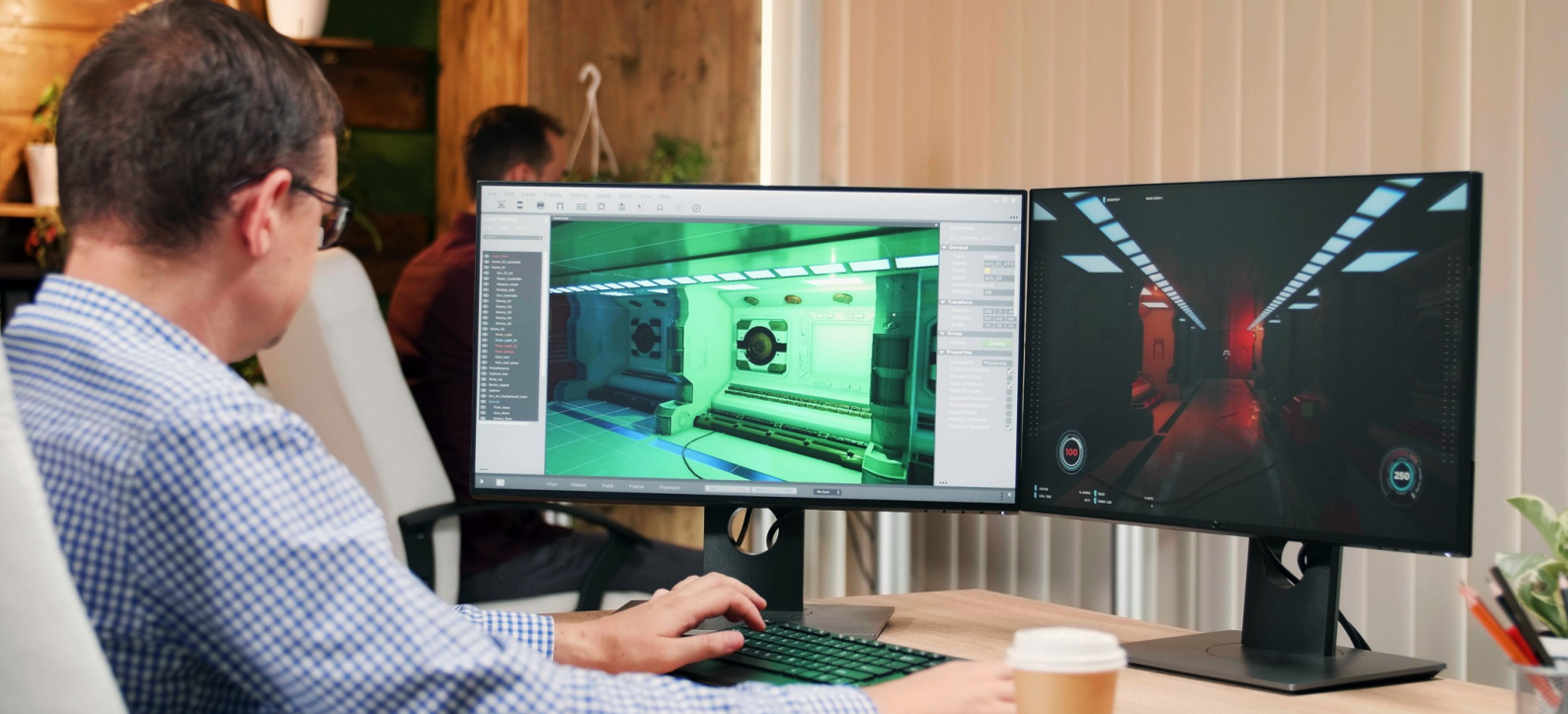
Repetita iuvant

"*Repetita iuvant*" is a Latin phrase that, when translated literally, means "Repeated things help." Since the interest in hydraulic elevator and goods lift systems can often be a source of concern, if not a torment for technicians, designers, and architects who have to decide which type of elevator or goods lift to install in a building, watching this video can give them an idea of both the simplicity of hydraulic elevator operation and the high technology applied in all its parts.

This very interesting video, seen on imeaktsu7's channel, effectively illustrates, by mixing elaborately designed computer graphics with images of a real system, how convenient it is to install a hydraulic system in a building and how robust and reliable the structure created is.

▼ Hydraulic elevator basic structure operating principle





Graphic animation and full immersion: when technical drawings are not enough

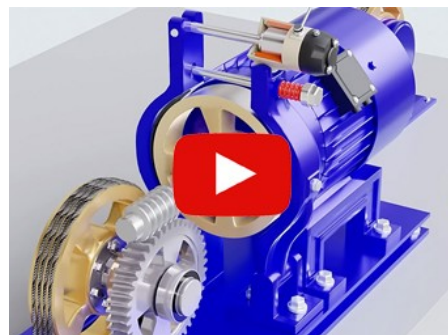
Graphic animation is becoming increasingly important in the design and preliminary illustration of elevator and goods lift systems. As you may have noticed in this issue of the magazine, we are particularly interested in the world of computer animation applied to our industry.

Today, in the era of artificial intelligence, computer animation is also providing increasingly effective solutions for creating animations and virtual depictions of systems placed in specific contexts, within certain projects or buildings, and even in life or work situations.

This is not to be overlooked because the ability to immerse oneself (even if only virtually) in what will be the user experience of a system is becoming increasingly important and a commercial advantage for elevator companies. Effectively illustrating the solutions proposed to clients or stakeholders, providing them with a 360-degree view of how the system to be implemented will look, its usage described through moving images, and, not least, having the opportunity to see (even in simulation) the impact the overall system/environment/usage will have on end-users is a service that, both technically and commercially, is becoming increasingly essential to stand out from the competition.

You can see some examples in the following videos published by some companies in the industry and content creators.

▼ Vedi qualche esempio nei seguenti video pubblicati da alcune aziende del settore e creatori di contenuti





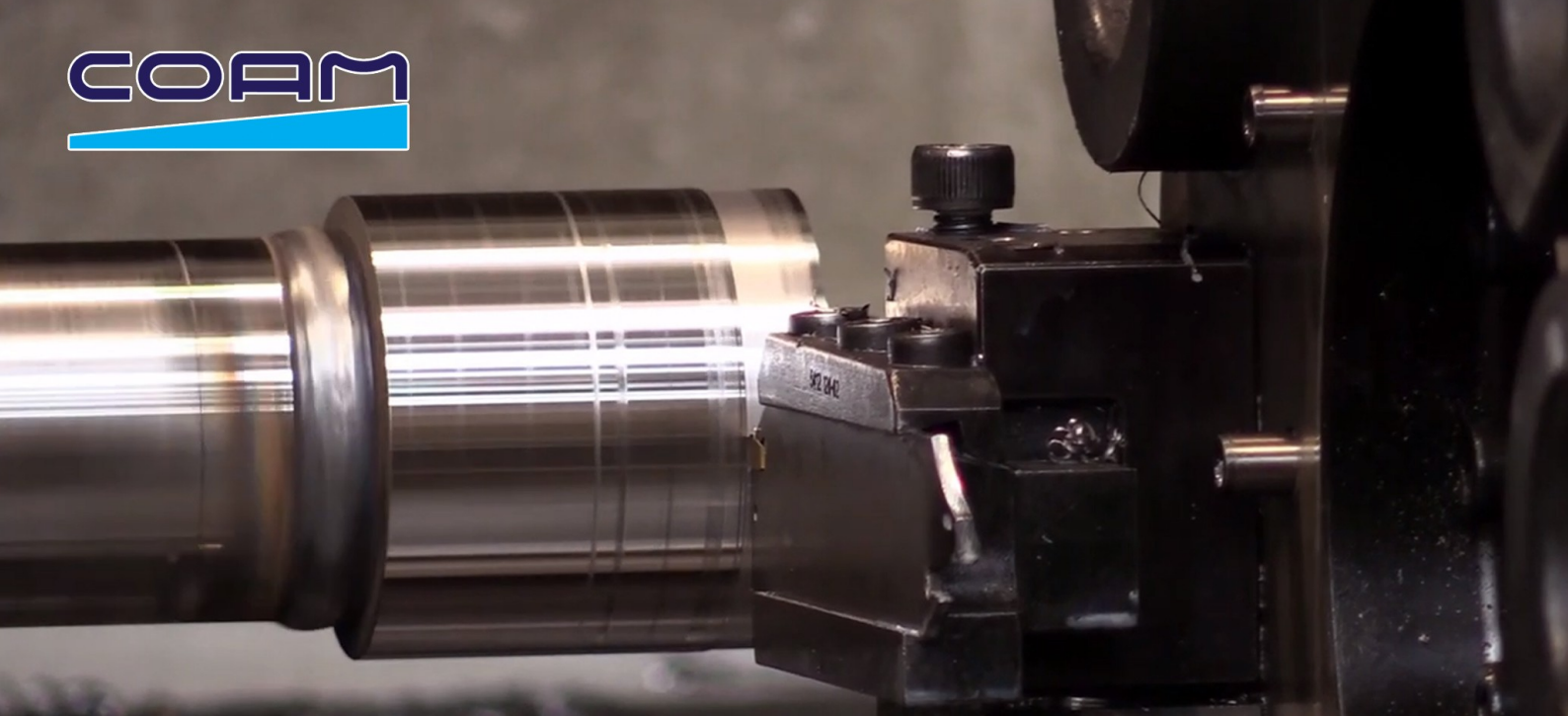
From KONE: The free-fall test

As we have mentioned before, in this issue, we are paying special attention to the topic of graphic animation. This is because graphic animation, especially when it is focused on the environment of elevators and usage simulations, becomes very important and useful, both from a commercial perspective and in the technical evaluation of a system.

We can see this in this well-executed graphic animation from KONE, a company that COAM has been collaborating with for years, in a free-fall test.

▼ KONE: Testing the limits - The Free-Fall Test





An inside look at COAM

Our main factory demonstrates our long history and also constant innovation and keeping pace with the times and technologies used.

A few years ago we recorded this video to introduce people to our company, to illustrate how the experience, long history, tradition and modernity can continue a journey together to always propose new solutions to the world of vertical transport of people and things.

▼ COAM: We can lift the world!





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

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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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COAM S.r.l.

Via Noalese Sud, 66

30030 Mellaredo di Pianiga (VE) - Italy

Tel: ++39 041 46.89.66 - Fax: ++39 041 46.84.63

email: info@coam-spa.com

www.coam-spa.com

