



June 1, 2011

Spider Raises Banners for Coca Cola® Anniversary



Seattle – Spider, a division of SafeWorks, LLC, recently co-engineered a custom solution for mounting four illuminated projection screens on the 29-story Coca-Cola® headquarters building in Atlanta.

To launch the 125th anniversary celebration of Coca-Cola, Spider collaborated with Atlanta contractor Direct Worx to engineer a solution to lift four 150 ft wide by 388 ft tall projection screens simultaneously. Using eight Spider material hoist kits each with a remote-controlled SC1000 traction hoist, and triple-tier OBSF towers, the massive fabric banners were gently raised six feet at a time, clearing an 8-ft parapet wall, until they were secured to custom parapet brackets on top of the building.

“The Coca-Cola project perfectly showcases Spider’s expertise and commitment to safety,” said John Sotiroff, Vice President Spider Sales & Distribution. “When the task is to simultaneously hoist four of the largest projection screens in the world, Spider was called to action. And we delivered – safely, on time, with the world watching.”

The projection screens were in place throughout May, and Spider will assist with the dismantling.



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Coca-Cola is a registered trademark of The Coca-Cola Company.

About Spider:

Founded in 1947, Spider, a division of SafeWorks, created the powered suspended access business by introducing the well-known Spider basket. Since then, our product and service offering has expanded greatly to serve the needs of an ever-growing marketplace. Spider is the largest manufacturer and distributor of access and safety solutions in North America, serving more customers from more locations with a wider variety of products and services than any other company. From baskets, traction hoist and platform rental, to safety and training, to specialty-engineered products - Spider has a strong team of professionals, along with a national network of sales, service and support capabilities to provide you with the most reliable access solutions available.

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