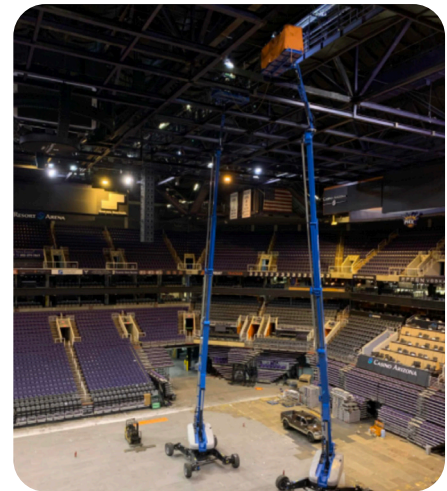


GENIE® TELESCOPIC BOOM LIFTS ARE A SLAM DUNK ON NBA ARENA JOB

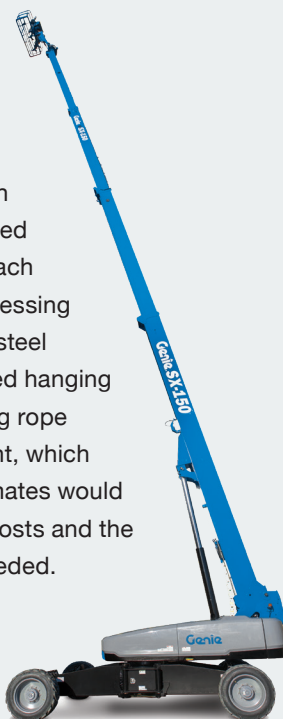
The recent \$230 million renovation of one of Phoenix's primary sports and entertainment venues was a big project with an equally big centerpiece: a new 3,500 sq ft / 325 sq m center-hung video scoreboard. That's six times larger than its predecessor, at 25 ft / 7.6 m high and at least 29.5 ft / 8.9 m wide on each of its four sides.

FM Steel Construction was hired to reinforce the roof of the Footprint Center, home to the NBA's Phoenix Suns and WNBA's Phoenix Mercury, with 113 tons of additional steel to support the scoreboard and LED ribbon boards.



CHALLENGE

Some of the steel work was above 150 ft / 45 m. There are limited options for equipment that can be easily transported to the jobsite to reach those heights. Accessing the work from the steel would have required hanging scaffolding or using rope climbing equipment, which the company estimates would have tripled their costs and the amount of time needed.



SOLUTION

Among the equipment used by FM Steel Construction were Genie® SX™-180 and SX-150 telescopic boom lifts, which deliver the working height required along with smooth controls and a 10 ft / 3 m rotating jib that features a 60° horizontal rotation and a 135° vertical rotation, which allowed workers and gear to be easily positioned.

- **SX-180** — With a max working height of 186 ft / 57 m, it is the highest-reaching model in the Genie lineup. It also features an 80 ft / 24 m max horizontal reach and a 750 lb / 340 kg platform capacity.
- **SX-150** — It has a max working height of 157 ft / 48 m, horizontal reach of 80 ft / 24 m and a platform capacity of 750 lb / 340 kg.

RESULTS

FM Steel Construction's work came in on time and on budget. They also won a Project of the Year Award from the Steel Erectors Association of America. "For this project, the reach was important as there are not a lot of machines that will take you that high. Added to that, the Genie booms could be driven with

"THE GENIE LIFTS WE USED WERE A BIG PART OF THE PROJECT'S SUCCESS."

Michael Mulsow

the boom extended, which helped crews work more efficiently," says Michael Mulsow, director of operations for FM Steel Construction. "The Genie lifts we used were a big part of the project's success."