



Safer and Smarter Lifting



Red Rooster Lifting become
a **Vertron** distributor in the UK



Red Rooster Lifting has agreed with **Vertron** to be a distributor in the UK for their range of load control equipment. Red Rooster has a clear vision to look after every single client's lifting and load measuring requirements by delivering high levels of quality, service safety and integrity.

Vertron is the inventor and the ideal partner, as its gyroscopic products are the first in the world to allow hands-free lifting, making taglines obsolete and setting a new standard in safe lifting. Vertron is changing lifting operations through integrating traditional engineering with digital and disruptive technology. Their innovations unlock improvements in safety and productivity, along with providing solutions for challenging lifting situations. Take a look at their overview [here](#)

Same job but **Safer, Faster and Smarter**

VERTON DISTRIBUTOR



Managing Director of Vertron, Trevor Bourne, is excited to add their highly innovative products and technologies to Red Rooster's existing range of lifting solutions.

"Red Rooster's distribution of our equipment will allow their clients to operate safer and faster and keep personal out of harm's way," he said.

"Vertron's equipment has an impressive list of benefits and adds significant additional efficiency and safety.

"Our lifting products remotely orientate loads into position without the need for taglines. Our gyroscopes and smart control systems remove the need for personnel to be near or beneath loads, which is paramount in the challenging lifting situations."

Managing Director, Bill Aitken of Red Rooster Lifting said that they were looking forward to this partnership, and the deployment of the equipment. We are delighted to add these highly innovative product lines to our existing range of lifting solutions.

"We saw the potential in offering the unique solutions of Vertron's innovative lifting technology to our clients in a variety of industries."

The products will increase the safety of operations with no personnel in direct contact with the load, and fewer handlings in dangerous situations" he said.

"The industry needs an innovative and strong solution in lifting operations in order to create safer and more efficient handling of suspended loads, eliminating downtime and inefficiencies," he said.

The Vertron Everest SpinPods can be used in a wide range of industries such as construction, infrastructure, offshore, renewables, energy, rail and mining.

With integrated digital capabilities for recording loads, onboard cameras and the ability to operate from distance...

...Vertron's equipment will enhance safety and fundamentally change lifting operations in the future.

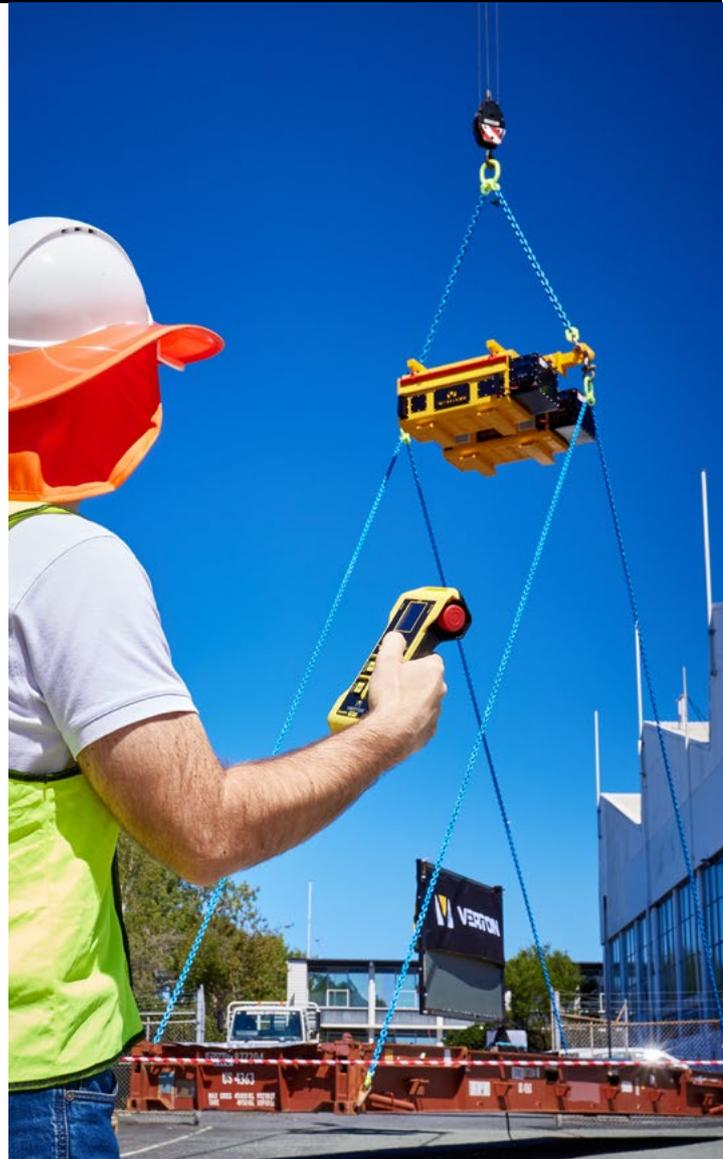
ABOUT VERTON

Verton is a smart technology company which is reinventing lifting operations after developing the world's first remote-controlled load orientation system that provides immediate safety and productivity benefits.

Verton's Everest series offers the biggest improvement in productivity and efficiency since the crane was invented by providing the ability for hands free lifting operations. Click [here](#) to see a case study showing the Everest 6 in operation.

Verton is changing lifting operations through integrating traditional engineering with digital and disruptive technology. Their innovations unlock improvements in safety and productivity, along with providing solutions for challenging lifting situations.

Same job but **Safer, Faster and Smarter**



For more information

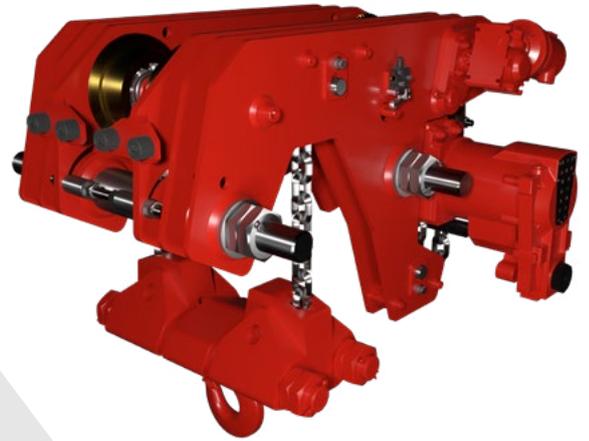
Contact Craig Millis on craig.millis@verton.com.au

Tel +31 648 922 596 or visit www.verton.com.au



ABOUT RED ROOSTER LIFTING

For over 30 years **Red Rooster Lifting** has specialised in the supply, rental and servicing of **the best** powered lifting and load measuring **solutions** in the world



We are continually improving our designs and quality systems to ensure the products and services we supply are of the highest quality. We are investing in technology to streamline production and importantly we are investing in our people to promote awareness, responsibility and exceptional customer service.

You'll see our distinctive Red Rooster logo on lifting equipment and load links offshore, on assembly lines, in power plants, refineries, and shipyards across the world.

We are nothing without our people who are all equipped with the product knowledge and expert support to quickly confirm suitability, availability and pricing for all of your lifting requirements.

With our vast experience we can offer technical backup, advice on installation and assistance with breakdowns or a full repair and testing service from our rapid response maintenance facility.

Our product range covers Red Rooster air hoists, EMCE winches, KITO electric hoists, KITO manual hoists, KITO Van Leusden specialised equipment, Vertron load management and Red Rooster load measuring equipment.

We have been involved in many global lifting projects over the last 30 years including the substantial Claire Ridge and Culzean offshore installations along with two very different challenges for us, the new Queensferry Crossing in Scotland and St Paul's Cathedral bell restoration in London.

For more information visit www.redroosterlifting.com

For all enquiries contact us on sales@redroosterlifting.com
Aberdeen 01651 872101 or West Bromwich 0121 525 4162