Instant UpRight announces its participation at Conexpo, Las Vegas - Blue Lot, Booth B932B

Instant UpRight, the world's leading manufacturer of Aluminium Tower Systems is delighted to announce its participation at the 2008 Conexpo exhibition.

For over sixty years the company has been dedicated to designing and manufacturing innovative and safe systems of access which include mobile access towers, walkway systems, modular aviation systems, boiler access and low level working platforms.

One major objective for Instant UpRight at this year's Conexpo is to source New Dealers in South America. The company is looking to expand its global dealer network and meet face to face with potential candidates at the show. This is part of a long term market growth strategy to widen distribution and offer improved valued service and product availability at a local country level. Dealer opportunities also exist in Bulgaria, Turkey, Egypt and Greece.

Products on display at Instant UpRight's booth B932b will be:-

- Span 400 Tower
- Snap-Out
- Zippy
- Octagonal Tower
- Towermatic T200

(See page 2 for full product information)

The sales team from Europe and North America will be providing interactive and informative product demonstrations at the booth.

St. Patrick's Day Celebrations come early at the Instant UpRight Stand

All work no play is not a motto the team adhere to. All visitors to the stand can enjoy a memorable Irish experience whilst the company hosts some early St. Patrick's Day celebrations. Have some craic with a pint of the black stuff – ***Guinness*** and enjoy some traditional Irish folklore music.

Instant UpRight Ltd.
Unit S1, Friel Avenue, Park West Industrial Park, Nangor Road, Dublin 12, Ireland.
T: +353 (0)1 6209300 F: +353 (0)1 6209301 info@instantupright.com www.instantupright.com

Product Focus

The Instant brand is synonymous with quality. Its tower systems are in everyday use across construction, commercial and industrial sectors enabling people to work safely at height. The product range is diverse ranging from simple free standing towers to complex customised engineering solutions.

Span 400

The Instant Span Scaffold is a lightweight, fast and easy to assemble tower system. With fewer components to stock or lose this versatile ladder frame tower can be used to construct simple free standing mobile towers or more complex staging systems with a host of accessories. Available in single width (29”) and double width (54”) and lengths of 6ft, 8ft and 10ft.

Snap-Out

Uniquely designed, the Instant ‘quick erect’ boiler access system provide the ultimate fast assembly solution for boiler maintenance. The system is erected using two basic components – Snap-out tower modules and Instant Spandeck bridging units.

Zippy

The Zippy work platform provides a fast and simple solution for low level access for all types of contractors – electricians, painters, heating and ventilation engineers etc. Ready to use in seconds, it is a multi-purpose work tool with compact dimensions and will pass through a standard single doorway. In its folded position, Zippy can be transported in the back of a small vehicle.

Engineering Access Solutions - Octagonal Tower

This unique exhibition structure was specifically designed for Conexpo. The 6m octagonal tower displays perfectly the products diversity and versatility using a mix of standard tower components and design engineering

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All Instant UpRight access systems feature the unique high strength Rib-Grip jointing system, guaranteed for 10 years. All standard components carry an extended 3 year warranty.

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Towermatic

In September 2007, Instant UpRight signed an exclusive Agreement with Wolfe Design to distribute the Towermatic product range. This agreement gives exclusive rights for Towermatic to be distributed throughout Europe excluding UK and Ireland, and through the existing worldwide Instant dealer network. On display at our booth is the Instant Towermatic T200 - a low level workplatform with a choice of three platform heights up to 2m. It is a safe, practical and highly efficient access solution with minimal training and certification issues. Towermatic are simple low maintenance problem solvers which make the perfect rental product.

Images: *- on next page*

Image 1	Instant UpRight's head quarters, Dublin, Ireland
Image 2	Instant UpRight's state of the art manufacturing plant, Dublin, Ireland
Image 3	Span 400
Image 4	Snap-Out
Image 5	Zippy
Image 6	Towermatic T200

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Press Contact:

Louise Tevlin, Instant UpRight.

Louise will be present on the Instant UpRight booth for the duration of the Conexpo show.

Tel: 00353 (086) 8556694

Email: marketing@instantupright.com Web: www.instantupright.co.uk

IMAGES

Image 1 - Instant UpRight's head quarters, Dublin, Ireland

Image 2- Instant UpRight's state of the art manufacturing plant, Dublin, Ireland

Image3: Span 400

Image 4- Snap-Out

Image 5- Zippy

Image 6- Towermatic T200

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