

7 Ways the

VAN LADDER®

**Bucket Truck Will
Lift Your Bottom Line**

1. Cargo Space & Payload

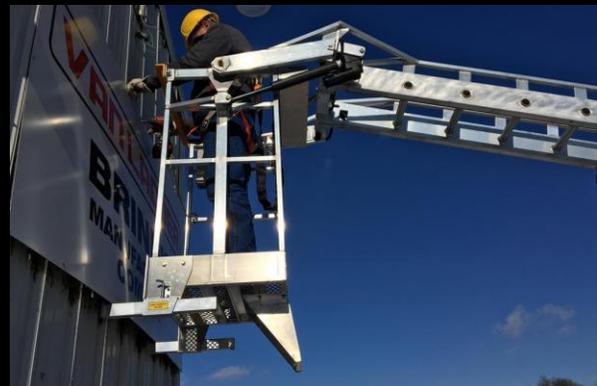
The Van Ladder® was designed for one-and-done service calls. For many companies, a two-trip service call is standard operating procedure—the first trip is to find out what’s wrong and then a trip back to the shop to load the proper tools and inventory to fix the problem. A third trip might even be in the cards if there was an initial misdiagnosis or if an additional problem is later discovered. The Van Ladder® has 500 cubic feet of cargo space and 4,000 lbs. of available payload—plenty of room to stock the tools and inventory you need to fix the problem on the initial visit. Then, on to the next job—happy customer, happy technician! To learn more click [here](#). To see a testimonial from the owner of the truck pictured click [here](#).



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2. Accessories

The Van Ladder® bucket truck is like an extra set of hands on the worksite. A two-person bucket is great, if you can afford to send two people out with the truck. But good technicians are hard to find, and expensive to hire. The good news is; with the right accessories, one person can perform a surprising amount of small sign installation work. We've listened to the needs of sign professionals and responded with an array of sign and lighting accessories to help one technician tackle a variety of jobs without having to grow another arm. To learn more click [here](#).



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3. Vehicle Size

The Van Ladder® bucket truck allows you to stay within the lines. There are times when it is almost impossible to find a place to park your truck. If your rig takes up more than



one parking stall, you may be forced to set up cones before stores open for the day (again, requiring a second trip), or hope you'll find two open parking stalls right next to each other. Good luck with that! The Van Ladder® fits neatly in a single parking stall and requires no outriggers. This significantly increases your chances of quickly finding a place to park, so you can get up, get down, and get going. To learn more about vehicle size or find a solution that works best for your company click [here](#).



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4. Front Bumper Access

So many fender benders start with the words, “I was backing up . . .” If God had intended for us to see what’s going on behind us, we’d all have eyes in the back of our heads (not just mothers). No one enjoys backing a truck around cars and pedestrians to reach their work. With the Van Ladder®, you can drive right up to your work, and then enter the bucket from the platform on the front bumper. To see a technical video with the Van Ladder® in action click [here](#).



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5. Drive your billboard

Signs 101 teaches us that the bigger the sign, the more business it generates. So driving around with two 6' x 12' billboards will grow your sign company (and that doesn't even take into consideration the cab or the back doors). Not only are you telling the public, "We do sign service", but you're also saying, "Look what we can do with vinyl!" Click [here](#) to hear a testimonial from the owner of the red truck pictured.



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6. Plug and play repairs

A typical hydraulic bucket truck is a very difficult thing to work on. The Van Ladder® has been designed to be easy and inexpensive to repair. We even offer free and friendly tech support for the life of the lift, and most repairs can be made by having us overnight you a component, and having our technician walk you through a simple installation. Time is money. We'll have you back running in no time, and in most cases, without having to schedule an appointment with a service center. To learn more click [here](#).



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7. Cost of Ownership

You've heard it said, "You have to spend money to make money." But why spend more than you need to? The Van Ladder® not only has the lowest price tag for a one-man bucket truck with a 45' reach, but our cost of ownership after purchase is very low as well. To replace a hydraulic hose kit on a conventional bucket truck typically costs \$8,000 to \$14,000. With a Van Ladder®, after three years of hard use, we recommend replacing the batteries, the extension/retraction cables, and the rotation slide blocks. The combined cost for these parts is currently \$865, and all of them can be installed quite easily by your own service technician. However, if you choose to bring the unit to a service center, we estimate labor hours to replace these items to be seven hours. That represents a lot of money you get to keep! To get pricing scroll to the bottom of [this page](#).



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