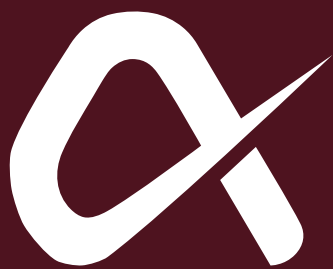




**ALPHA**  
**Elevator & Engineering Ltd.**  
*Elevating Lives, Building Futures*



# ALPHA

*Elevating Lives, Building Futures*





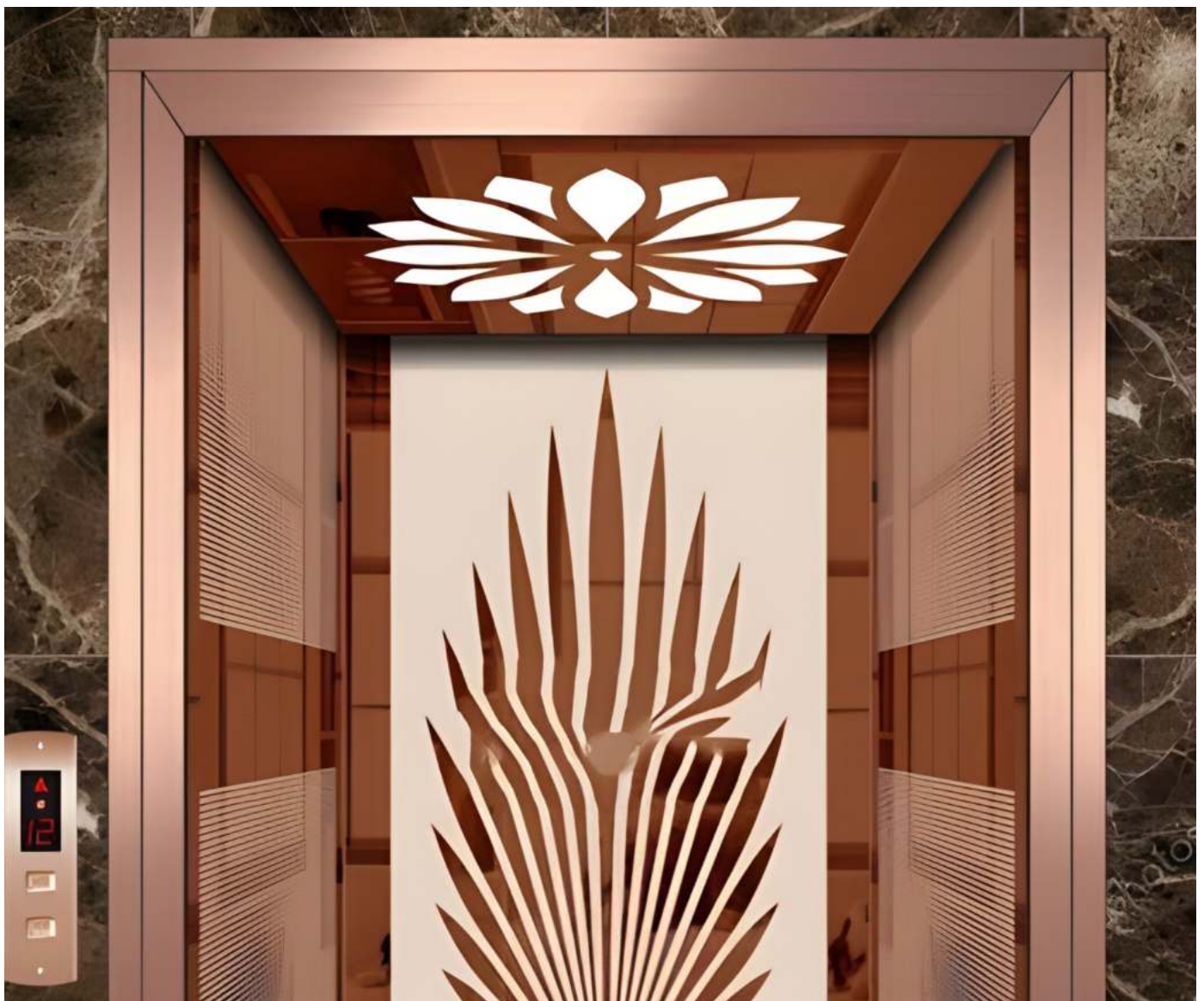
# WELCOME TO ALPHA ELEVATOR

## Your Trusted Partner in Vertical Transportation

At Alpha Elevator, we are dedicated to revolutionizing the way people move, bringing innovation and excellence to every aspect of vertical transportation. With cutting-edge technology, exceptional craftsmanship, and an unwavering commitment to safety, we design, manufacture, install, and maintain elevators that set new benchmarks in reliability, efficiency, and performance. Our team combines years of expertise with forward-thinking solutions, ensuring that our products meet the highest industry standards and exceed customer expectations.

From the latest in smart elevator systems to custom-designed installations for unique building needs, we offer tailored solutions that enhance user experience, optimize energy consumption, and improve operational efficiency. Our focus on precision engineering ensures smooth, safe, and quiet rides for passengers, while our maintenance programs guarantee long-term performance and reliability.

Driven by our core values of quality, innovation, and sustainability, we strive to make a positive impact on the spaces we serve. Whether it's a residential high-rise, a commercial skyscraper, or a specialized facility, our elevators are built to perform seamlessly in every setting. Our mission is embodied in our tagline: "Elevating Lives, Building Futures," reflecting our passion for shaping a better, more connected future through safe and efficient mobility solutions. At Alpha Elevator, we don't just move people; we elevate their experiences, empowering communities, and transforming buildings for generations to come.



# WHY CHOOSE ALPHA ELEVATOR?

## 01: Innovation at Its Core

We stay ahead of the curve by leveraging the latest advancements in elevator technology. From energy-efficient systems to smart features, our solutions are designed to meet the demands of modern urban living.



## 02: Unmatched Safety Standards

Your safety is our priority. Every Alpha Elevator is built to comply with global safety standards, ensuring smooth and secure operation.

## 03: Customer-Centric Approach

Our team works closely with clients to deliver tailor-made solutions that suit their specific needs, whether it's a high-rise commercial building or a residential property. We deliver state-of-the-art elevator solutions that redefine safety and efficiency.

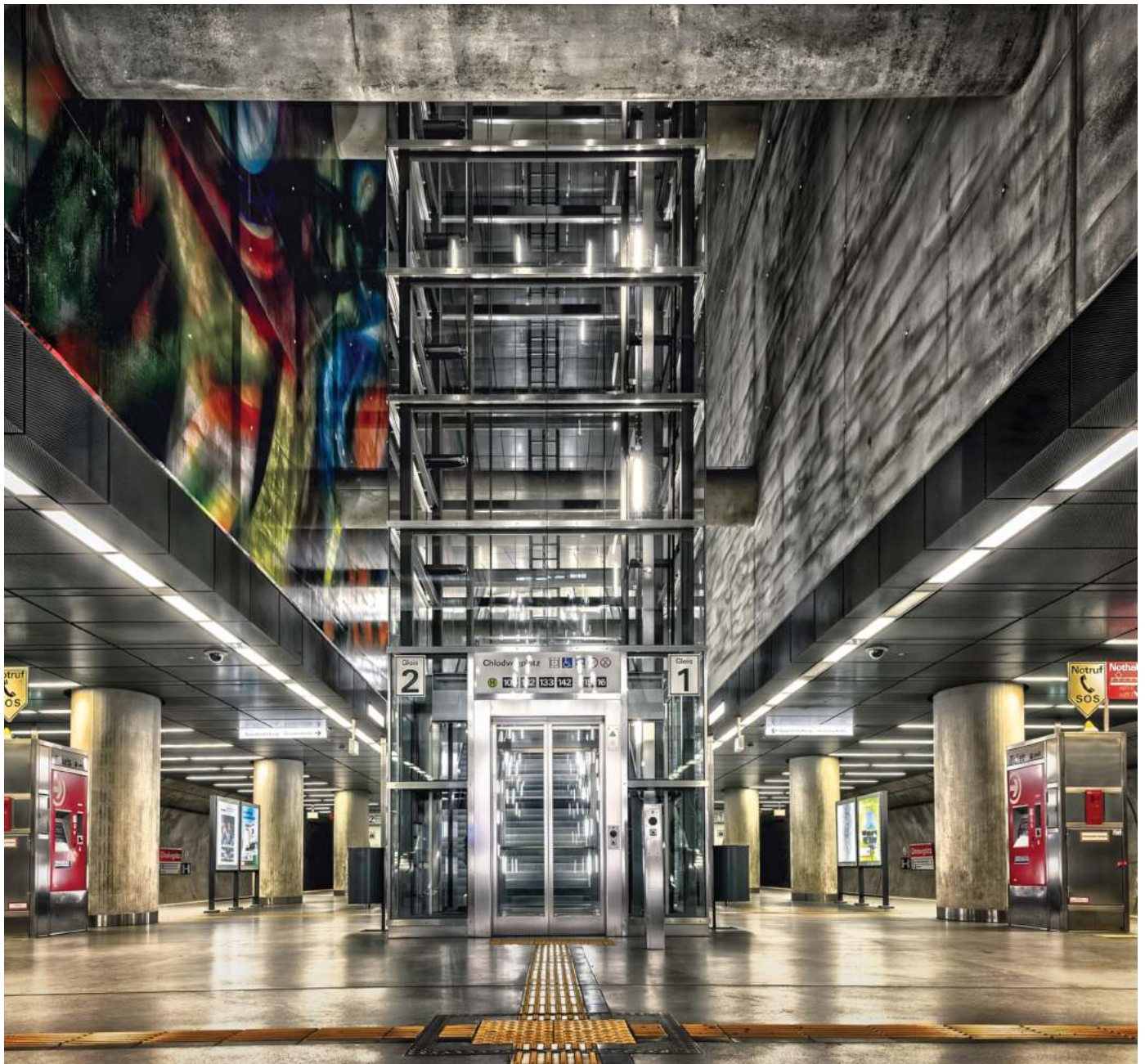




# INNOVATIVE PRODUCTS

We create innovative solutions that ensure every passenger in every building remains seamlessly in motion, regardless of the environment. Our products are meticulously designed with a strong emphasis on enhancing mobility, accessibility, and user experience, offering smooth, reliable, and efficient transportation in a wide variety of spaces. From state-of-the-art elevator cabins that prioritize comfort, safety, and aesthetics, to advanced control systems that not only optimize performance but also drive energy efficiency and sustainability, our offerings are tailored to meet the evolving demands of modern architecture and the built environment.

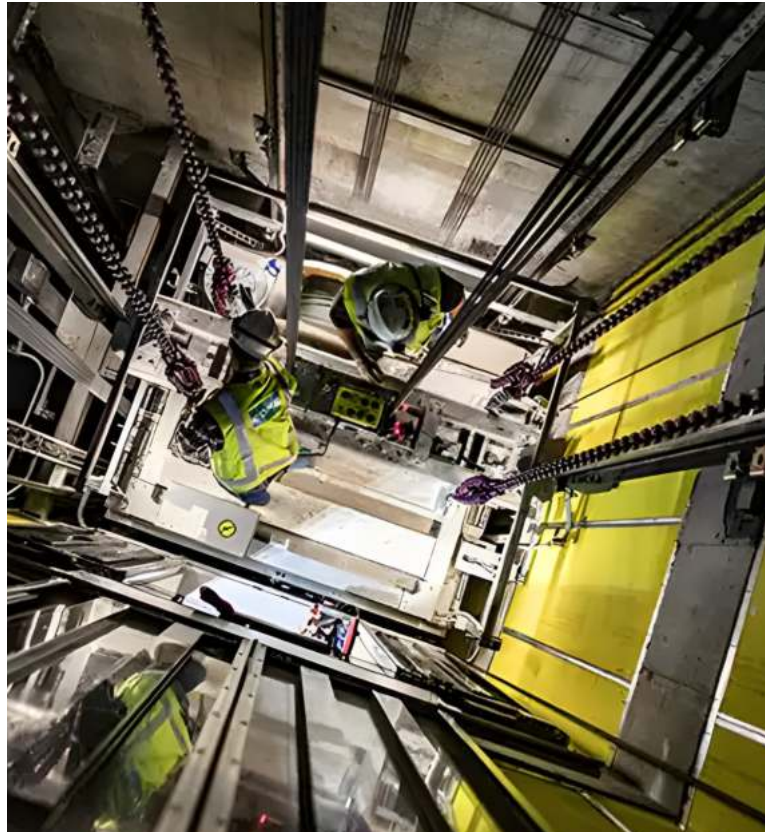
With cutting-edge technology and forward-thinking design, we provide adaptable solutions for both high-rise buildings and low-rise structures, catering to residential, commercial, and industrial applications. Our solutions are built to offer enhanced user experiences, from faster travel times to greater reliability and ease of use. Above all, we hold a deep commitment to quality, innovation, and continuous improvement. Our goal is to set new industry standards, pushing the boundaries of vertical transportation and shaping the future of mobility for years to come, ensuring that passengers can move efficiently, safely, and comfortably, wherever they are.





# INDUSTRIES WE SERVE

- Government Projects
- Commercial Complexes
- Hospitality and Hotels
- Educational Institutions
- Industrial Plants
- Retail Spaces
- Healthcare Facilities
- Residential Buildings



# TECHNICAL STRENGTH

---

## ▼ Effective, speedy and High-End Intellectual Design

It gives first priority to effectiveness in vertical transport field. In order to the service efficiency of the elevator system, ALPHA elevator fulfills the ctual managements such as multi-computer, modular and network control etc, through fully computerized intellectual control system.

It instantly feeds back the elevator running conditions. It provides the passengers with the most efficient gold-collar services.

## ▼ Serial Communication Technology

It adopts the network communication, which brings great reduction of the wires, enhancement of the reliability and less installation period.

## ▼ Microcomputer Group Supervision Management System

Duty on/off rush-hour running mode:it satisfies the running requirements in the rush hours of duty on/off the public occasions in the office building and etc.

Even operation mode: It adopts the minimized waiting period distribution principle with the prompt and reasonable elevator response.

Idle running mode: The elevators have been evenly distributed in the designated area to wait far call in indle times in order to guarantee the quick and timely response towards the outer balls.

## ▼ Remote Control System Ensures Intelligent Supervision

Through wire or wireless communication, the operation status and success situation of passengers in elev protected in remote control center. Malfunctions are excluded before occurrence and nip them in the bud to ensure the safty of passengers.







## ▼ Mute Braking Control Technology

- ✓ Compared with the traditional voltage open-loop control.
- ✓ It applies the more accurate current closed-loop control mode.
- ✓ It controls various steps of action speed and braking torque of the brake.
- ✓ It greatly reduces noise in brake action.
- ✓ It enhances the comfortable travel.

## ▼ Top Advanced Door Operator System

The door operator control system of ALPHA elevator applies dual control system. One group is controlled by main controller of control cabinet.

The other one is by door operator controller, which greatly reduces non-opening accidents due to trouble of door machine control.

# OUR SERVICES



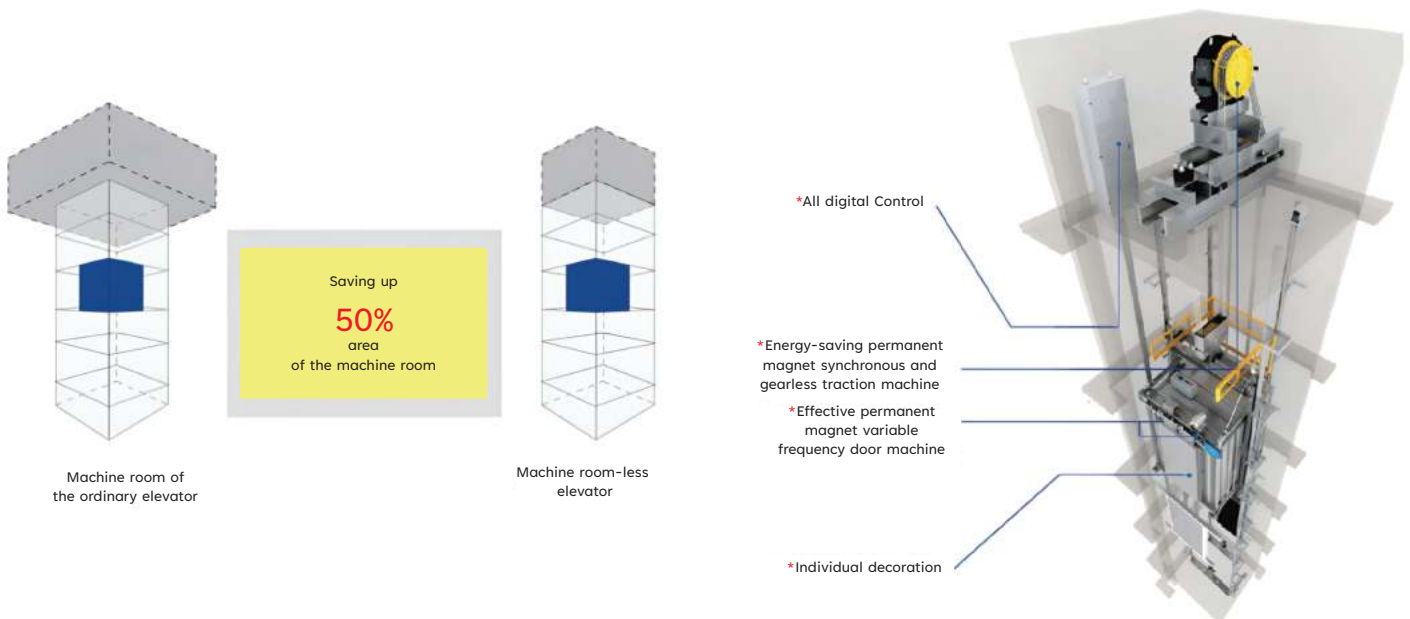


# SMALL MACHINE ROOM ELEVATOR



## ▼ It Fulfills Small Cost

Small volume traction machine combines with integrated controller, so that it makes the machine room size same with well size. It covers the equal area as that of the well. At the same time of reducing the machine room height it beautifies the building outlook. It fulfills super small standard of machine room space and building cost.





# SQUARE OBSERVATION ELEVATOR



## ▼ Superior Car Wall

It adopt highly secure safety laminated glass. It is transparent. The passengers might appreciate the busy and prosperous city sight through the transparent car wall. Lamination layer in limited glass resists radiation. It buffers sound-wave vibration and isolates the sound. Large area car wall glass design shows smooth and beautiful lines. It beautifies the elevator car outline. Furthermore, the buildings are attractive.

## ▼ Super large viewing field

Full transparent lift car design can maximize the field of view. Through the visual extension, passengers can have a panoramic view of all the beautiful scenery.

## ▼ Multiple lift car shapes

Round, square and rhombic and other lift car shapes are optional, perfectly corresponding to different architectural styles.





# SEMICIRCLE OBSERVATION ELEVATOR



## ▼ Outer Glass Hood

It harmoniously combines with the building and surroundingd. Panoramic elevator is part of the building. It also adds a mobile charming scene for the building.

## ▼ Outstanding sound insulation

The structure of the lift car is further optimized, which facilitates the elevator to achieve excellent scund insulation effect and customers to have quiet and steady using experience.

## ▼ Diversified decoration design

There are a series of optional materials and colors for hoistway doors, handles and lift car walls, thus truly realizing individualized customized serives.





# HOSPITAL ELEVATOR

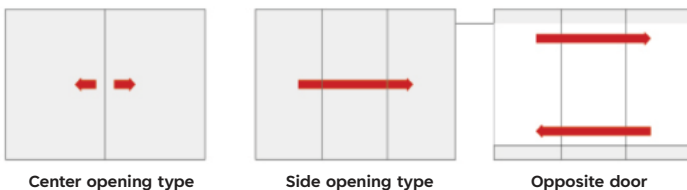


## ▼ Warm Concern A Beautiful Humanity World

ALPHA hospital elevators are not just used in delivering passengers. Because of its use particularity, it has special and strict requirements to the elevator use properties. ALPHA hospital elevator can accurately control the elevators'running speed. It brings about the smooth and comfortable travel.

ALPHA hospital elevator lays special importance upon the humane design. It fully optimizes the car structure, It satisfies the clients' use requirements to the greatest extent. It creates a peaceful and graceful space for vast passengers.

Alpha hospital elevator satisfies the needs of emergency patients' delivery. It applies humanization design and is equipped with a full set of top equipments. It is smooth and comfortable in running.





# HOME ELEVATOR



## ▼ Your Perfect Life is Comfortable and Relaxing

The humanization design decorates your noble life space. We enhance your life grade in the times of high & new tech. ALPHA home elevator brings about a more convenient and high-grade life.

It displays the outstanding properties in a limited space. It has no machine room. Extremely small top-floor height can match with various old and new residences. Relying on the standard track installation system, the elevator can be installed more quickly and conveniently. In addition, the smooth start and leveling system bring about the rare stable elevator operation.

Therefore you feel more comfortable in the elevator travel.

# FREIGHT ELEVATOR



## ▼ A loading giant that can release more and more cargo pressures for you

ALPHA freight lift serial fully utilizes the advanced and fully computerized contri technology. It employs the well-developed VVV Fcontrol system of ALPHA elevator. It is sample in structure and convenient in repair and maintenance. It fulfiles a qualitative leap in the aspects of the signal transmission and running control. It brings about the more stable ans reliable system, the lower noise, the smoother running, the more accurate leveling. It is more and more easy for the goods entry and exit. In addition, ALPHA freight lift serial can offer the micro-processor. The high speed running capabilities and expansion interface ensure to satisfy the special requirements from broad users.

## ▼ Light curtain protection

Several protective light curtains are formed at the entrance of the elevator, which sensibly detects and responses to any objects that intrude into the detecting scope. The safety of human and cargoes are guaranteed.

## ▼ The extremely humane operation

It is equipped with fully automatic collective selective function. It can fulfill operation with driver / without driver. The operation box specially and additionally sets door-shut delay" button in the operation box. Door-shut delay time can be flexibly adjusted at site according to the requirements. You feel more at case at loading and unloading the goods out of its humane setting.

# CAR ELEVATOR



## ✓ Dual operation panels design (Optional)

There are two operation box in the car. Therefore the driver can operate the elevator in the car without stepping out of it.



## ✓ Special-purpose circuite control and display system

Special circuit control and display system is convenient for the drivers inside/outside the car.



## ✓ Front-and-rear opening elevator

The elevator car sets front/rear door opening which is more convenient for the safety sector and for the cars to enter into/exit the elevator cars.



# ESCALATOR



## Traffic Solution Plan Specialist

It Innovatively combines with human-centered ideas. It has the advanced stairway and belt design.

It is smooth and comfortable in operation. Solemn and smooth handrail entry, traffic flow light appear bright and dynamic. It perfectly connects with inner/outer cover plates, skirting plate, frontline plate. It smoothly transits to big arc rotary end handrail.

ALPHA escalators are widely applicable for the airport, railway station, high grade hotel, CBD, large-size shopping center, public facilities etc. It adds a brilliant sight line for modern building.

■ Its truss adapt the superior profile steel with unique structure, high intensity, through anti-rusting, good effect, long life.

■ The advanced international manufacture craft, technology, general assembly, tooling guarantee the precise elevator path.

■ Super-strong CPU master-board computer control executes real-time monitor to the running conditions. It automatically stops at any abnormal conditions. It also promptly and automatically makes records, displays the trouble code.

# PASSANGER ELEVATOR

## Economic Series



Alpha -129



Alpha -131



Alpha -142



Alpha -146



Alpha -150



Alpha -155



Alpha -164



Alpha -168



Alpha -303



# PASSANGER ELEVATOR

## Modern Series



Alpha -153



Alpha -429



Alpha -432



Alpha -433



Alpha -434



Alpha -435



Alpha -436



Alpha -106



Alpha -107



# PASSANGER ELEVATOR

Luxury Series

**Marita**



**Perla**



**Bella**



**Borneo**





# PASSANGER ELEVATOR

Luxury Series



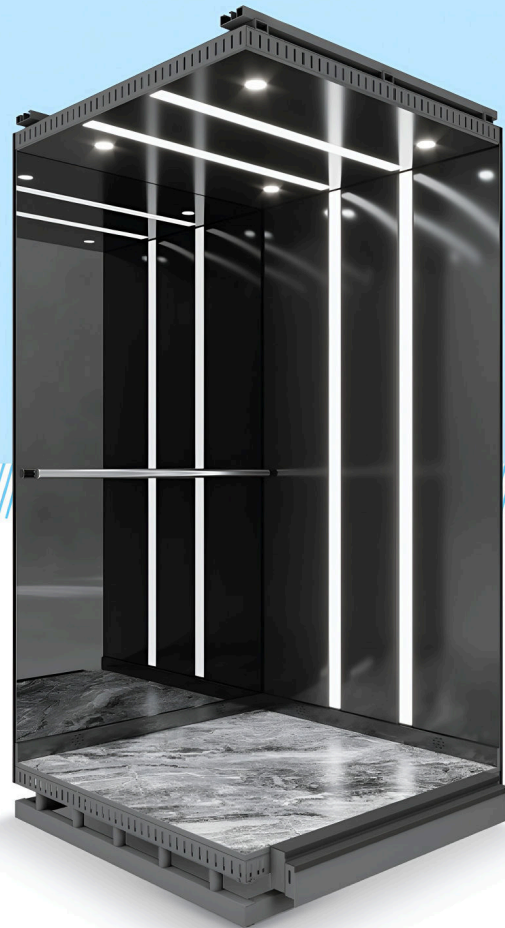
**Dante**



**Rayo**



**Colina**



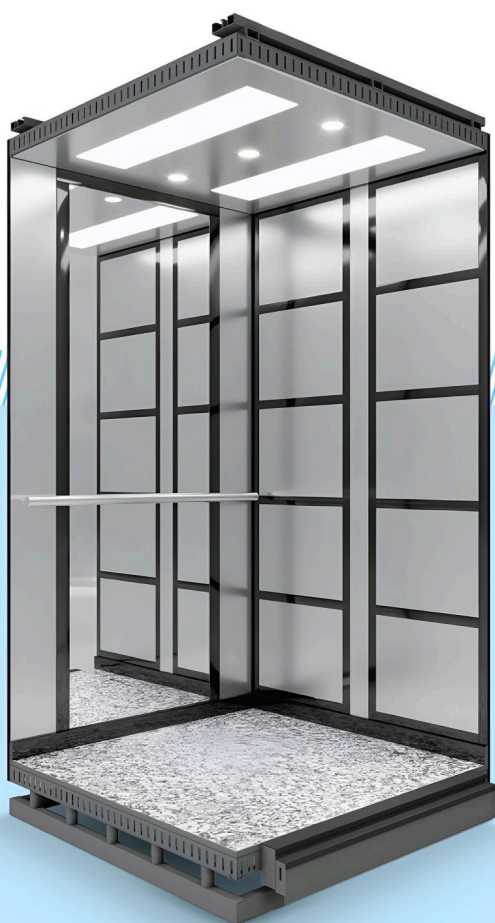
**Siena**



# PASSANGER ELEVATOR

Luxury Series

**Adrina**



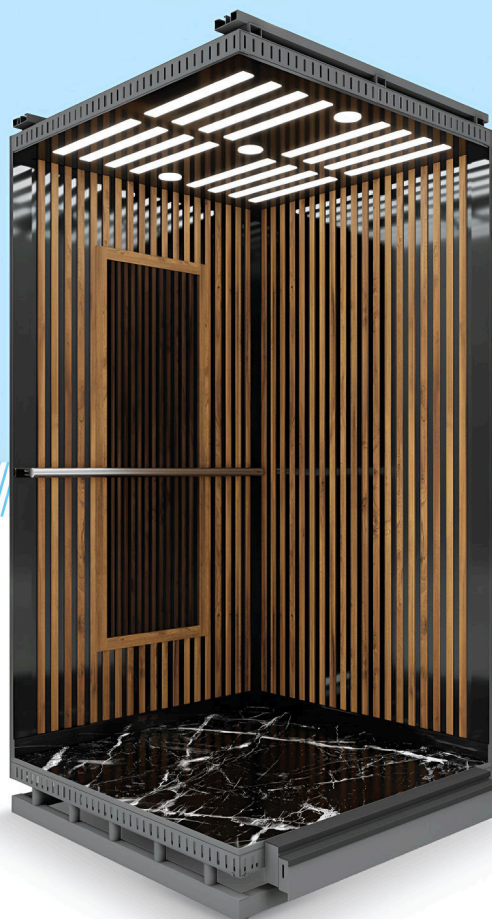
**Sultan**



**Merlot**



**Arma**





# PASSANGER ELEVATOR

Luxury Series



**Brando**



**Patria**



**Bandera**



**Pulsar**

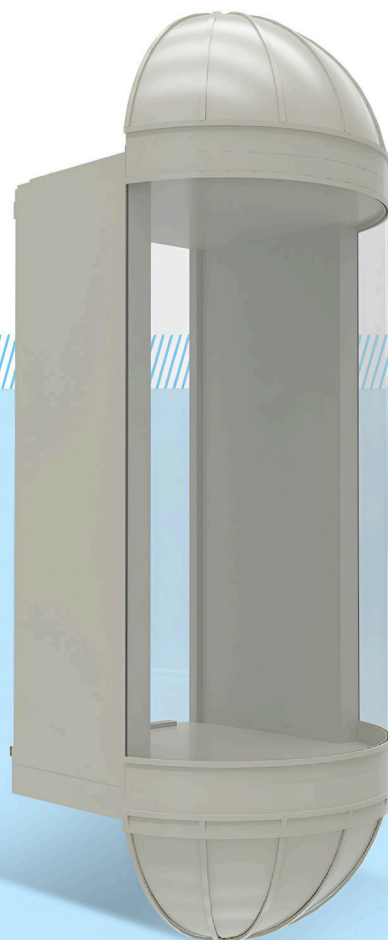
# PASSANGER ELEVATOR

Luxury Series

**HD311**



**Panoramik-1**



**HD316**



**Panoramik-2**





# PASSANGER ELEVATOR

## Luxury Series



Alpha - 411



Alpha - 413



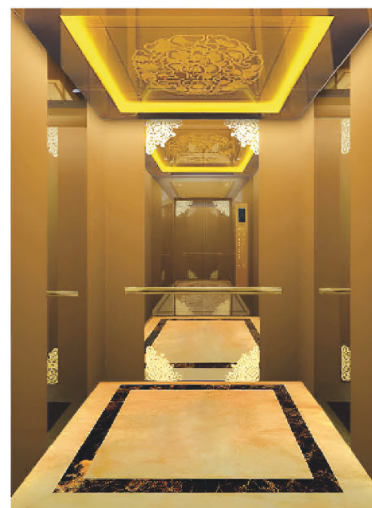
Alpha - 414



Alpha - 415



Alpha - 419



Alpha - 421



Alpha - 422



Alpha - 441



Alpha - 442

# OPERATION PANEL



▶ Optional display



▶ Optional button





# OPERATION PANEL



Economic Solution

Modern Solution

Luxury Solution

# OPERATION PANEL



U29TM0001

U21TM0001

U21TM0003

U21TM0013



U31YR0002

GALAXY

PENTA



U20SM0033 U20SM0022 U20SM0028



U20DB0008

U30DB0005

U30DB0005



PENTA

U20SM0002

U20SM0017

U20SM0018

U20SM0027



U30KU0001



U30KU0002



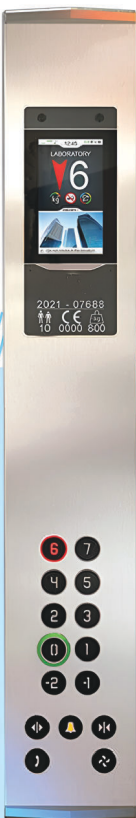
U30KU0004



U21YT0001



# OPERATION PANEL



7325.M7VT



9315.DS2X



C.FSBG  
9315.DS2X



7215.DS2X



7215.DS2X



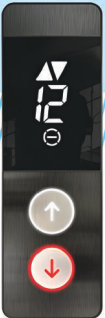
2002



30W0



1012



2012



AVAC-1002



AVAC-1002



AVAC-1012



AVAC-2072



4210



AVAC-4210

# ELEVATOR CEILING SERIES

## Standard Solution



Alpha - 501

White arch light-emitting panel, stainless steel mirror frame, strip light decoration



Alpha - 502

Titanium gold stainless steel mirror base-plate is supplemented with rectangle hollow transparent light pole, central soft lighting design of white organic panel



Alpha - 503

Stainless steel mirror hollow panel, white organic panel, mirror stainless steel frame



Alpha - 504

Stainless steel titanium gold mirror hollow panel, white light-emitting panel, mirror stainless steel frame



Alpha - 505

Stainless steel mirror hollow panel, white organic panel, mirror stainless steel frame



Alpha - 506

Stainless steel mirror hollow panel, white organic panel, aluminum alloy frame



Alpha - 507

Stainless steel mirror hollow panel, white organic panel, aluminum alloy frame



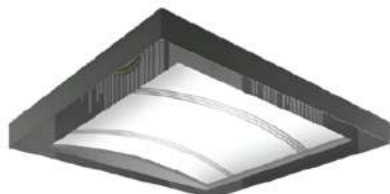
Alpha - 508

Mirror stainless steel panel is supplemented with rectangle hollow transparent light pole, central soft lighting design of white organic light-emitting panel



Alpha - 510

Central image arch, two-side stainless steel base-plate is supplemented with soft lighting design of down lamp (image to be provided by client)



Alpha - 511

Soft lighting design of broad arch white light-emitting panel



Alpha - 515

Central image arch, two-side stainless steel base plate, soft lighting design of down lamp



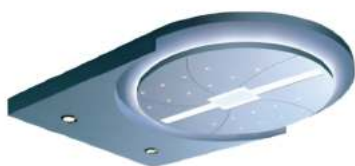
Alpha - 518

Soft lighting design of broad image arch



# ELEVATOR CEILING SERIES

## Standard Solution



Alpha - 519

Round art panel model, rear soft lighting design of down lamp



Alpha - 520

Round steel bar model, white organic panel, rear soft lighting design of down lamp



Alpha - 521

Round hollow art panel model, rear soft lighting design of down lamp



Alpha - 522

Round glass model, rear soft lighting design of down lamp



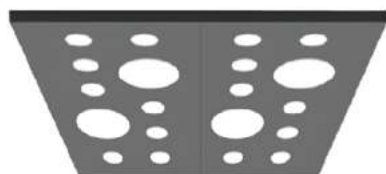
Alpha - 523

Round lotus pattern art panel, rear soft lighting design of down lamp



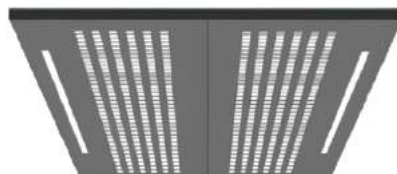
Alpha - 524

Central white ceiling lamp, four-side stainless steel base plate with soft lighting design of down lamp



Alpha - 527

Stainless steel frame, white acrylic light-emitting



Alpha - 528

Stainless steel square tube frame, mirror stainless steel, down light



Alpha - 529

Stainless steel side frame + soft lighting design of arch white light-emitting panel



Alpha - 530

Stainless steel side frame + soft lighting design of arch white light-emitting panel



Alpha - 531

Stainless steel square tube frame, mirror stainless steel, down light



Alpha - 532

Stainless steel side frame + soft lighting design of arch white light-emitting panel



# ELEVATOR CILLING SERIES

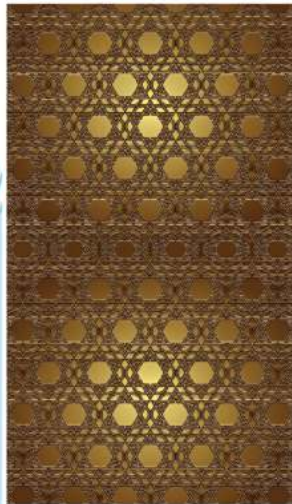
Luxury Solution



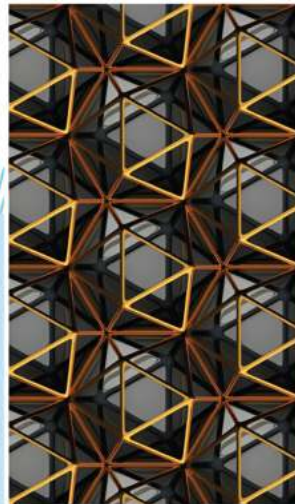
Alpha - 533



Alpha - 534



Alpha - 535



Alpha - 536



Alpha - 537



Alpha - 538



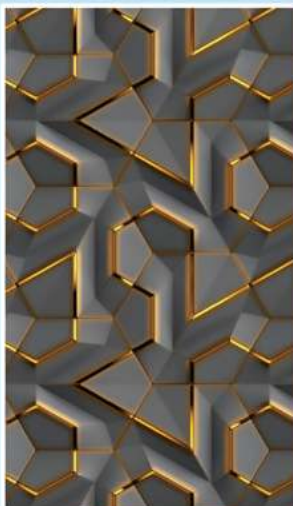
Alpha - 539



Alpha - 540



Alpha - 541



Alpha - 542



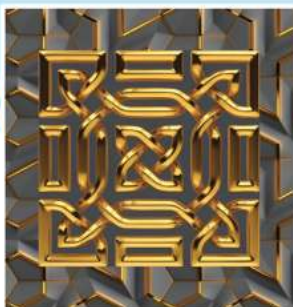
Alpha - 543



Alpha - 544



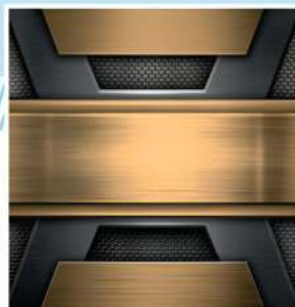
Alpha - 545



Alpha - 546



Alpha - 547



Alpha - 548



# ELEVATOR PANEL SERIES

## Standard Solution



Alpha - 301  
Mirror,Hairline,Etched



Alpha - 302  
Mirror,Etched



Alpha - 334  
Mirror,Etching,Concave Golden



Alpha - 337  
Mirror,Etching,Golden,Hairline



Alpha - 356  
Mirror,Etching,Hairline



Alpha - 363  
Mirror,Etching,Hairline,Concave Golden



Alpha - 427  
Titanium,Mirror,Etching



Alpha - 321  
Mirror,Hairline



Alpha - 322  
Mirror,Etched

# ELEVATOR PANEL SERIES

## Standard Solution



Alpha - 343  
Mirror, Etched, Hairline



Alpha - 347  
Mirror, Etched, Hairline



Alpha - 348  
Mirror, Etched



Alpha - 323  
Mirror, Etched, Rose gold



Alpha - 336  
Mirror, Etched, Titanium Golden



Alpha - 339  
Mirror, Etched



Alpha - 388  
Mirror, Etching, Titanium Golden



Alpha - 395  
Mirror, Etching, Titanium Golden



Alpha - 396  
Mirror, Hairline, Titanium Golden



# ELEVATOR PANEL SERIES

Luxury Solution



Alpha - 1000



Alpha - 1001



Alpha - 1002



Alpha - 1003



Alpha - 1004



Alpha - 1005



Alpha - 1006



Alpha - 1007

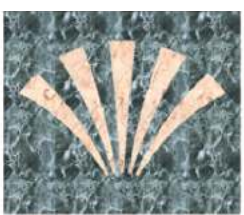
# ELEVATOR FLOOR PANEL



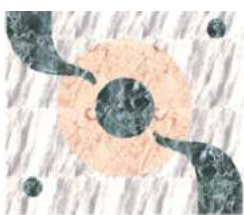
Alpha - 601



Alpha - 602



Alpha - 603



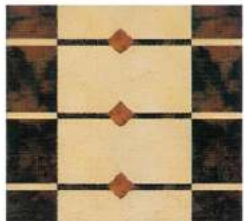
Alpha - 604



Alpha - 605



Alpha - 606



Alpha - 615



Alpha - 616



Alpha - 620



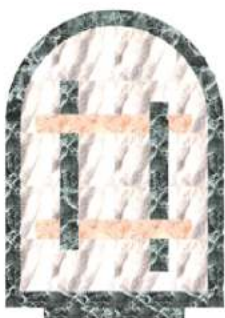
Alpha - 621



Alpha - 609



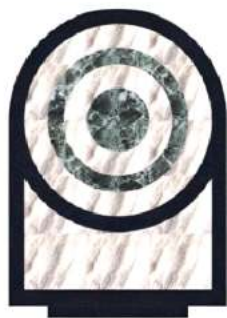
Alpha - 610



Alpha - 613



Alpha - 614



Alpha - 696

## OPTIONAL COLORS



Alpha -7047



Alpha -7040



Alpha -1015



Alpha -7032



Alpha -5002



Alpha -5024



Alpha -6021



Alpha -3015



# LAMINATES



Boa Vista Teak



Yukon Oak



Mont Pelvoux Oak



Rhodes Teak



Cashel Oak



Orleans Oak



Ketchikan Oak



Banff Walnut



Kinsale Oak 4



Annapurna Teak



Caucasian Walnut



Mendoza Oak



8001



8002



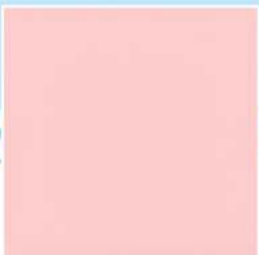
8003



8004



8005



8006



8006



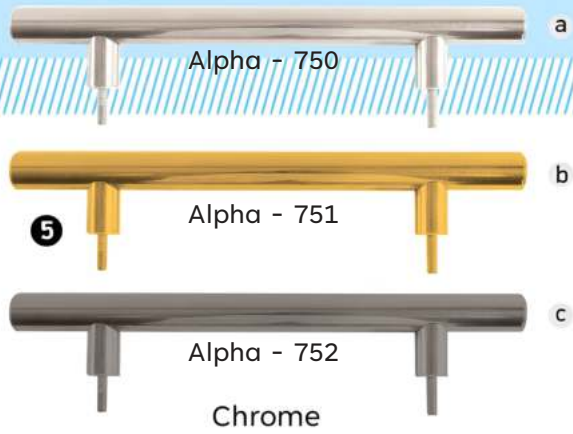
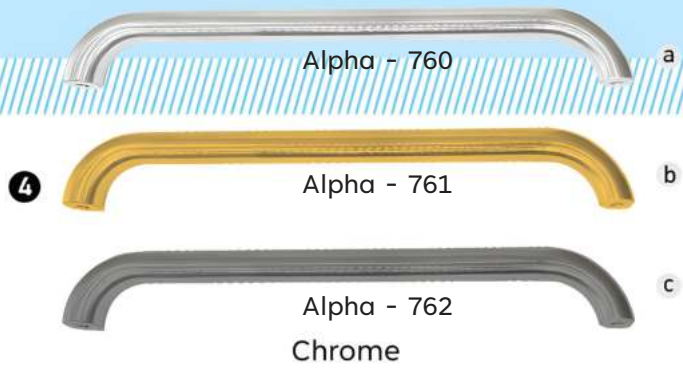
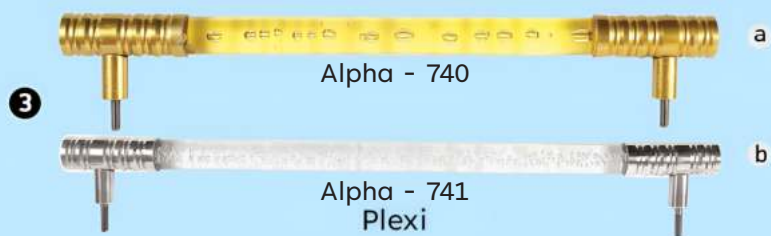
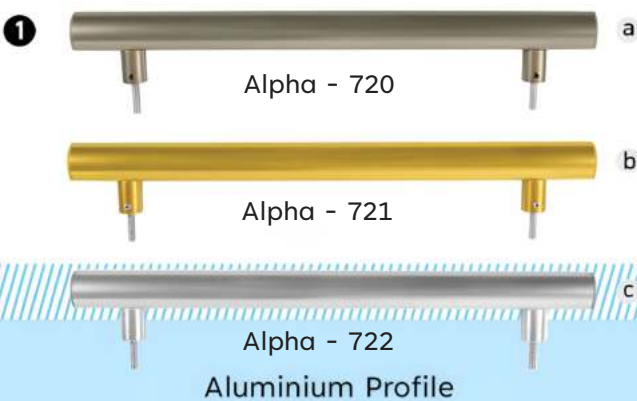
8006

# ELEVATOR HANDRAIL

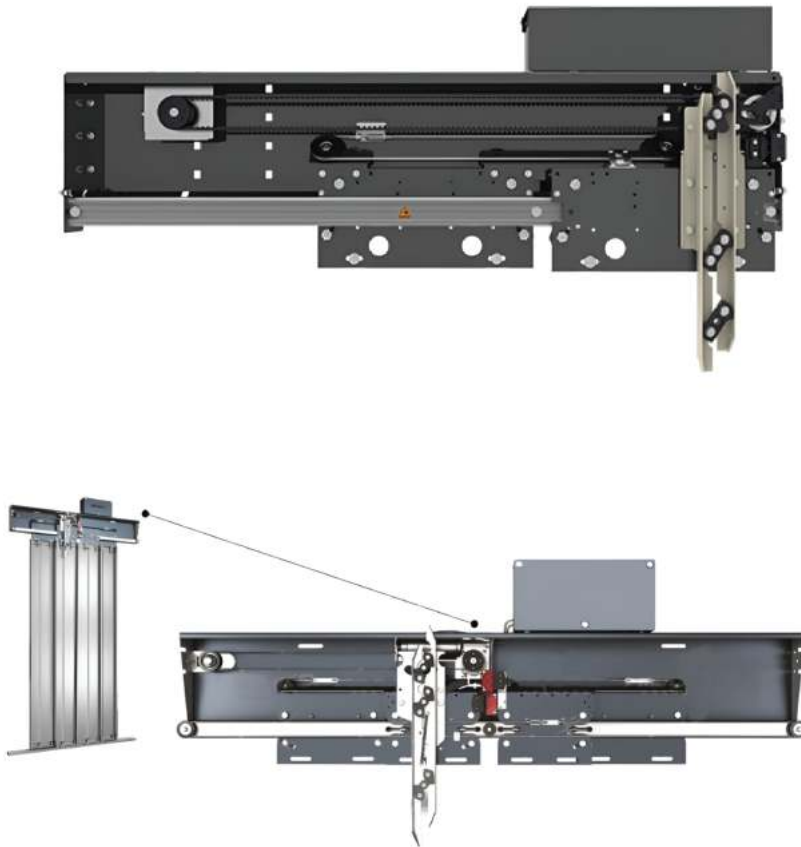




# ELEVATOR HANDRAIL



# ELEVATOR DOOR OPERATOR



# TRACTION MOTORS





# CONTROL PANEL



NICE1000+



NICE3000+



NICE900



AS320



AS330



AS360



AS380



SN-INV-SP5000



SN-INV-SP3000



SN-INV-SP9000



# ABOUT US

Alpha Elevator & Engineering Ltd. is a sister concern of HCPL (Hossain Construction Pvt. Ltd.), a trusted name in construction and engineering with a legacy of excellence. As a premier provider of vertical transportation solutions in Bangladesh, we take pride in delivering high-quality, innovative, and reliable elevator systems tailored to the diverse needs of our clients. Our elevator brand, Alpha, embodies our unwavering commitment to superior craftsmanship, cutting-edge technology, and exceptional customer service. With a strong foundation in engineering expertise and a customer-centric approach, we strive to enhance the safety, efficiency, and convenience of vertical mobility in residential, commercial, and industrial spaces. Our dedication to quality, sustainability, and continuous improvement ensures that Alpha remains a benchmark for excellence in the elevator industry.

## BRAND COMPETITIVENESS

Alpha Elevator has secured a strong foothold in the market through its commitment to quality and its solid reputation within the industry. The company continually enhances its brand's competitiveness while reinforcing its core corporate values. In addition, Alpha Elevator actively promotes the ongoing progress and development of the company to ensure its position as an industry leader.

### 01: Technical Advantage

**Cutting-edge Energy-saving Technology:** Alpha Elevator embraces the latest energy-efficient technologies, reducing environmental impact while offering reliable and cost-effective solutions.

**Intelligent Elevator Management:** The company integrates smart technology to enhance elevator management, improving system efficiency, performance, and user experience.

**Reliable Safety Technology:** Safety remains a top priority, with advanced safety features that exceed industry standards to protect passengers and ensure peace of mind.

### 02: Sales Advantage

**Brand Accumulation:** Over time, Alpha Elevator has built a strong brand presence through dedication to quality and excellence.

**Continuous Market Development:** The company's relentless efforts in market expansion have established a robust sales and service network both domestically and internationally, making it a trusted choice across borders.

### 03: Service Advantage

**User-Centered Service Philosophy:** Alpha Elevator is committed to placing the user at the core of its service approach. The company optimizes business processes and develops a comprehensive service system covering pre-sales, sales, and after-sales support.

**Fast Response to User Needs:** No matter the demand or issue, Alpha Elevator ensures a quick response time to meet user needs.

**Comprehensive and Meticulous Service:** With strong technical support and a sufficient inventory of spare parts, Alpha Elevator guarantees thorough service, ensuring the highest customer satisfaction and long-term reliability.

By consistently advancing in technology, strengthening sales capabilities, and delivering exceptional service, Alpha Elevator continues to drive growth and innovation in the industry.





Bangladesh Address:

Phone: +8801874067779 / +8801874067780

Address: Alpha Elevator & Engineering Ltd.

HCPL Tower, Commercial Plot No # 16, Main Road # 1,  
Section # 10, Senpara Parbata, Kafrul, Dhaka-1216,  
Bangladesh.

China Address:

Phone: +8619864970216

Address: Room # 6905, 69/F, Saige Square, Huaqiang  
North Road, Futian District, Shenzhen City. Guangdong  
Province,  
China.