



## FOR IMMEDIATE RELEASE

### Public Relations Contact:

Tracy Bennett, Mighty Mo Media Partners

Phone: 816-536-7903

Email: [tbennett@mightymomedia.com](mailto:tbennett@mightymomedia.com)

### EMEA Public Relations Contact:

Rebecca Cozzolino

Email: [Rebecca.Cozzolino@terex.com](mailto:Rebecca.Cozzolino@terex.com)

### Highlights:

- **Lift Guard™ Lanyard Alert** and **Lanyard Alert Advanced** provide a secondary guarding system that encourages boom lift operator compliance with lanyard use requirements.
- Simple installation in less than 15 minutes.
- A robust, thoughtful design reduces ownership costs.

### **Genie Introduces Lanyard Alert to Encourage Operators to Use Fall Protection**

*Two systems provide fleet owners options for installing the level of secondary guarding needed for their region, applications, or customer requirements*

Bothell, WA, USA (September 10, 2025) – Genie announces a new secondary guarding system designed to encourage boom lift operators to utilize fall protection equipment. Available in two configurations, Lift Guard™ Lanyard Alert and Lanyard Alert Advanced provide visual and audible alarms when the fall system lanyard is not attached to the anchor point inside the platform. The Advanced configuration additionally enables function cut-off, preventing operation until the lanyard is attached. Genie is the only OEM to develop a solution that prevents operation.

“In some markets, such as in the UK, many contractors are requiring a lanyard warning device in order to bring boom lifts onto jobsites. In addition, standards are changing, and we anticipate these devices will soon be included in global industry standards,” said Dominik Damm, Director of Product Management, Booms Portfolio.

### **Intuitive, easy-to-use lanyard reminder**

“Lanyard Alert is similar to automotive seatbelt warnings people are familiar with in their cars, which have been widely successful in increasing the use of seatbelts by drivers,” said Damm. If the lanyard is not clipped in, a red warning light will flash. If the footswitch is enabled and the lanyard is still not attached, a targeted noise will start beeping.

On the standard version, the visual and audible warning will continue but machine functions will not be interrupted. The Advanced version will additionally disable machine functions until the lanyard is engaged. If the lanyard is unclipped after operation begins, only ground controls and boom-lowering functions will be active.

Genie has rigorously assessed other systems on the market to develop a simpler solution that delivers the least disruption to operator productivity. The anchor point is located to the right of the control box where it takes up no additional space in the platform, and the device is compatible with most carabiner clips. "Keeping the system simple, cost-effective, and easy-to-install was critical for reducing barriers to the adoption of this important reminder to utilize your fall protection harness," said Damm.

### **Simple installation and widely compatible**

Lanyard Alert and Lanyard Alert Advanced can both be installed in less than 15 minutes and no calibration is required. An IP67-rated single enclosure ensures the systems will stand up to the harshest weather conditions. To help keep maintenance costs low, sensors can be individually swapped out rather than requiring a full board replacement, if needed.

*Lanyard Alert can be ordered as a factory-fit option or retrofitted to all Genie boom models manufactured as of 2003. Both Lanyard Alert and Advanced Lanyard Alert are compliant with ANSI, CSA, CE, UKCA and AS standards.*

###

### **About Genie**

Since 1966, Genie has been the leading name in the aerals industry. With offices, team members and manufacturing facilities around the globe, Genie lifts and telehandlers can be found enhancing safety and improving productivity on jobsites worldwide. Genie's ongoing leadership in aerial lifts and material handlers is built on our ability to consistently deliver superior quality for our customers. At Genie, we achieve this **quality** not by chance, but **by design**. For more information on Genie products and services, visit [www.genielift.com](http://www.genielift.com).