

Case Study:

Light ARchitect Showed the Way for Airgas | Geismar, LA



Background

Airgas is an American supplier of gases, welding equipment and supplies, and safety products. The Airgas laydown yard in Geismar, LA, is part of a national integrated network of about 1,400 locations that serve more than one million Airgas customers.

Challenge

The Geismar laydown yard is a busy place. 18-wheeler flatbed trucks come in and out throughout the day to be loaded and unloaded via crane. With that much activity, safety is a major concern.

What's more, the entrance to the yard is a gravel road bordered on both sides by ponds full of alligators and snakes. Ensuring that truck drivers have ample light to see and stay on the road no matter what the weather or time of day is another concern.

And, as with any laydown yard, security is important. The Geismar laydown yard stores Airgas product that requires protection from vandals and thieves.

Solution

Randy Cooper, a lighting sales representative from Entergy Corporation, worked with Airgas to find the best lighting solutions for the challenges at the Geismar laydown yard.

Using the Light ARchitect app, he created a lighting design that included three 35 ½ - foot poles and fixtures that would provide ample light – as well as added safety and security – for the laydown yard. And he planned four light poles and fixtures to ensure visibility on the gravel road, using light to transform it from a little treacherous to quite safe.

"It's a great product," says Randy. "I wish we'd had this years ago."

Results

The easy-to-use features of the Light ARchitect app allowed Randy to quickly lay out the lighting design he proposed. The augmented reality built into the app lets the customer to literally visualize how the proposed lighting design will look.

"The app closes the deal," according to Randy.

We hear that a lot from agents. The photometric images they create with their Light ARchitect app have become a very effective sales tool that elicits excitement as only an image can. A picture may be worth a thousand words, but a Light ARchitect photometric is proving to be worth a closed deal.

Light ARchitect is the lighting simulation app that makes lighting as mobile as you are. It's free and available for iOS and Android devices as well as web browsers.

