

Mount Lighting Case Study

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Introduction

Mount Lighting is a leading manufacturer of customisable architectural, commercial, and emergency lighting, focusing specifically on the workplace. The company is family-owned, Made in Britain accredited, and has been operating for more than 25 years. They have recently doubled their production facilities to accommodate customisable in-house manufacturing, as 50% of their output is customised in some way. As well as their headquarters in Luton, they also have partnered showrooms in London (Clerkenwell and Farringdon), and High Wycombe.

Miles Cantley is Innovation Director for the company. His role is overseeing the strategy of how Mount Lighting presents themselves to the marketplace, which includes marketing and product innovation.



The Challenge

Miles and the team at Mount Lighting want to make the lighting design process as easy as possible for interior designers. They believe that making it easy to deal with the company in all the little ways adds up to a quality experience. Every aspect of this process is regularly reviewed, with new ideas and improvements implemented on a continual basis. An example of this is something Miles developed called LightVision360™, which is a process for how the company interacts with designers, contractors, and end users. This process understands the requirements of all those three user groups and joins the individual parts of the lighting installation together for a better project flow.

A few years ago, the company identified that introducing BIM models was going to be an excellent way of providing designers digital versions of Mount Lighting's products to work with. That would also enable the company to get their products embedded into the design process from a very early stage.

The Solution

Mount Lighting was researching BIM file creation and discovered Bimstore during that process. As they began to think that working with an expert partner was a preferred route for the company, they started engaging with Bimstore. During those conversations, Miles picked out some of the key differentiators as being important factors for the company, as he remarked, "Bimstore is different in the sense that it's a community platform, which is important for us at Mount Lighting. Being able to share our innovative ideas across different design scenarios and also sharing case studies and news content makes it great for us getting our message out to the marketplace."

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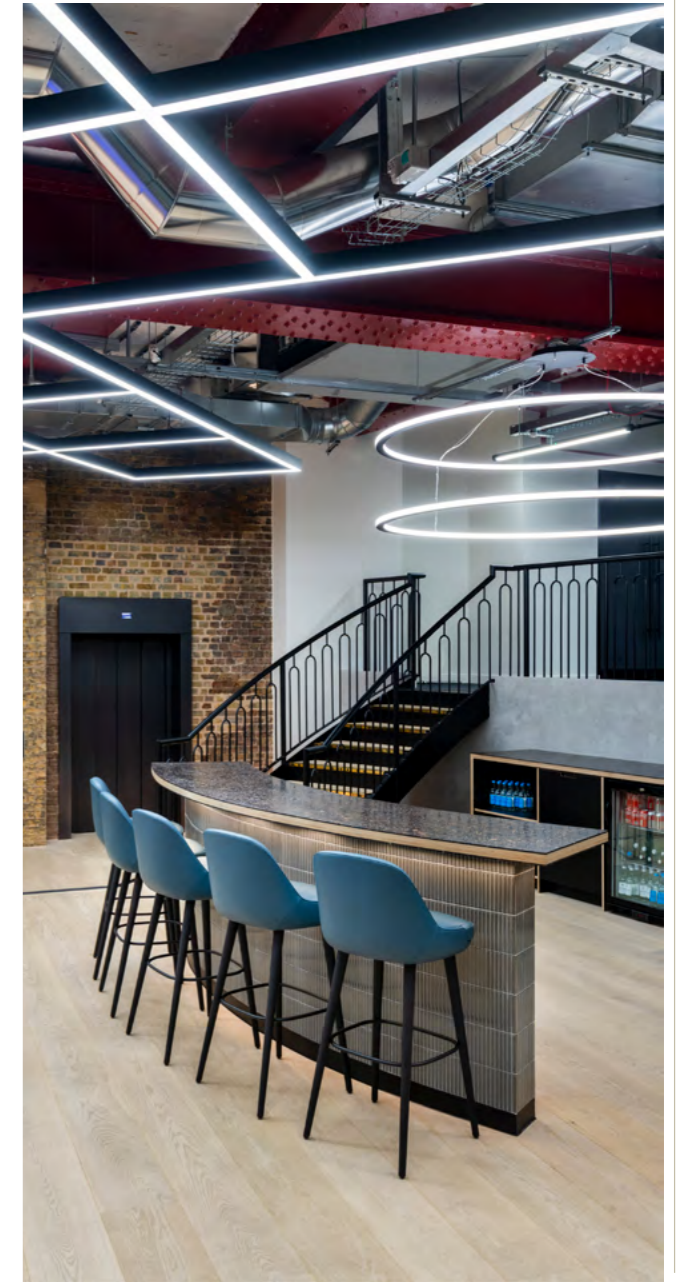
Miles Cantley
Innovation Director, Mount Lighting

The Progress

Once Mount Lighting decided that working with Bimstore was their preferred option, the partnership began, and the onboarding process got underway. Bimstore assigned the company a Customer Success Manager and Content Creation Specialist, which they found a very useful resource.

The team at Mount Lighting send all the product specification files to Bimstore, who complete all the work and once the BIM files are produced, they are uploaded to the Bimstore platform. They are also shared with Mount Lighting, so they have their own copies to hold on file and share with their customers as requested.

Miles commented, “Working with Bimstore is a very simple, easy process. It allows us to fit in with the more forward-thinking design companies who are already using BIM files in their project creation plans. By fitting in with them, we can ensure our products are built into their process at an early stage, which helps our specification strategy overall.”



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Miles Cantley
Innovation Director, Mount Lighting

The Results

Since starting to work with Bimstore, Mount Lighting has seen benefits for their sales and marketing teams. They have used BIM to develop their marketing to potential specifiers, particularly those who are interested in developing smart buildings.

Miles observed, “BIM files really enable the creation of digital twins of buildings, which can be built more quickly and managed more effectively in the future. Smart buildings are something Mount Lighting view as very important.”

The team there work with the data and insights available from Bimstore to analyse which their most popular products are, where the downloads are geo-located, and then reach out to certain specifiers to build a deeper relationship with them.

The impact on their brand awareness and product visibility has been significant. Last year, the company saw an increase of 85% for views on their products and a 20% increase in downloads. Their most viewed product is the Halo, a decorative luminaire available in both surface and suspended versions, which has been viewed nearly 16,000 times.



The Future

The team at Mount Lighting will continue to explore how they can utilise their BIM content in other ways to maximise brand awareness with potential specifiers and get their products included in projects at an early stage.

Miles observed that there is more work to be done on BIM file adoption among some of their customer base and the wider industry. This situation is something that Mount Lighting is continually working on to improve. Utilising the cooperative marketing initiatives with Bimstore to help get their message out to the marketplace is one tactic they will keep on employing. As the company releases new ranges and products, they will have BIM files created to meet, and in some cases, exceed industry standards. They are also looking at ways BIM can be used by other teams within the business.



For all queries, including Technical assistance or how Bimstore could help you, contact info@bimstore.co

Further information on our BIM services can be found on our website: bimstore.co/services-overview

