

↘ Glowing results for Aluminium Lighting Company Ltd

↘ KTP_CASE STUDY THREE

↘ THE ALUMINIUM LIGHTING COMPANY LTD (ALC)

In Europe 50% of all installed lighting columns are made from Aluminium, in the UK this figure was only 0.5% in 2002. The Aluminium Lighting Company Ltd recognised that a KTP scheme could benefit them in their quest to change this imbalance.

Knowing they could not compete on price with steel columns ALC Ltd situated near Port Talbot, talked to the PDR at the University of Wales Institute, Cardiff to setup a KTP programme to realise their ambitions. The aim of the programme was to develop an in-house design facility in ALC Ltd, to add extra value to their conical extruded aluminium columns through design, innovation, an increased expertise, and improved service to customers.

KTP Associate Alex Pumford, a graduate in Industrial Design from UWIC, commenced the programme by integrating a new 3D CAD system within the sales, stock and production systems of the company. Allowing customer enquiries to be followed up with fully engineered solutions, including accurate drawings, breakdowns of costs, accurate lead-time prediction and a 3D computer rendered visualisation of their enquiry en-situ. This new level of service impressed customers because the company could now offer them exactly what they wanted much faster. With customers able to see their bespoke ideas turned rapidly into engineered solutions including accurate photo-realistic visualisations these new capabilities and improvements in service led to more orders being taken as a consequence.

These new design capabilities have allowed the company to address many technical problems in the industry with innovative new products. One of which was the development of an innovative, hinged aluminium lighting column to simplify the replacement of luminaries in restricted areas with increased safety eliminating the need to use cherry pickers and therefore reducing the cost and risk of maintenance. This was designed by Alex over the course of the KTP programme within the technical team at ALC Ltd with the support of KTP supervisor Darragh Murphy.

Barry Williams Chairman of the Aluminium Lighting Company Ltd insists the KTP scheme was instrumental in the rapid growth of the company and believes this growth will continue with the full time enrolment of Alex along with the continued collaboration with PDR.

www.aluminium-lighting.com

"Innovative decorative aluminium lighting columns in Lyme Regis designed by ALC Ltd proved popular with residents and tourists."