



CASE STUDY

Durable Versa LED Lights Replace Corroded Fixtures on Myrtle Beach Boardwalk



The beautiful coastal town of Myrtle Beach, South Carolina, boasts one of the most famous boardwalks in the United States. On its list of the nation's Top 10 boardwalks, National Geographic magazine ranked this oceanfront promenade the third best. The mile-long vacation destination is often crowded with families shopping, dining and enjoying the giant ferris wheel that features climate-controlled gondolas.

But there's trouble in paradise. Ceramic metal halide lighting that was installed about eight years ago began failing at an alarming rate, and city officials knew they had a serious problem on their hands.

"It was a debacle," says Doug Andrews, a specifier at The Schneider Company, a South Carolina-based lighting services firm. "There was a lot of corrosive activity with the old lighting product. Every time something went wrong with a light, they saw two points of failure: the in-ground box and the ballast." City employees were seeing lots of failures, and they were fed up.



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Retrofit Went Off Without a Hitch



The Versa VL is available in a number of color options.

Fortunately, Andrews has a good relationship with city bosses, and they called on him to address the problem of the failing lights.

Knowing the old lights would have to be replaced, Andrews immediately called on Illumitex for help. Our Versa VL — with an anodized bronze finish — turned out to be the perfect solution. “The VL’s light engine is potted and sealed — exactly what we needed in this setting,” says Andrews. With the ocean a stone’s throw away, protection from the elements was absolutely critical, and Andrews’ previous experience with Illumitex led him to be extremely confident in the level of quality he would get from an Illumitex product.

The Versa VL light is a high-output machined accent LED fixture that offers multiple beam spreads and distribution angles and is made expressly for large-format landscape projects. Available in warm, neutral and cool white color temperatures and two beam angles, Versa VL is a versatile fixture.

Andrews ascertained the VL could offer the city of Myrtle Beach the quality and quantity of light they needed for this application, and he chose a 3000k version of the fixture for the boardwalk. The fixtures retrofitted perfectly, and installation on the first of 40 or so pavilions along the boardwalk went off without a hitch. Andrews expects the city will retrofit the remaining failed lights with the Illumitex Versa VL solution over the coming months.

“This is a story of what started out as a disaster and by working with the end user, we created a new opportunity for the customer,” says Andrews.

CASE STUDY JOB SPECIFICS

Customer: **City of Myrtle Beach, SC**
Sector: **Architecture**
Usage: **Boardwalk pavilion illumination**
Location: **Myrtle Beach, SC**
Solution: **Illumitex Versa VL LED lights**
Results: **Attractive, corrosion-free lighting**