



Terral Logging | Louisiana Protecting a Family Business with Vestige Cameras

Background

Founded in the early 1990s, Terral Logging has grown from a single truck to a respected Louisiana logging operation. With three company-owned trucks and a fleet of contracted owner-operators, the business is a mainstay in a state where trucking and logging are both high-risk and high-regulation.

But in Louisiana, insurance costs for log trucks are notoriously high. “It’s a sue-happy state,” said Terral Logging’s operations lead. “One accident—even when you’re not at fault—can make your premiums skyrocket and put people out of business.”

Challenge

Like many fleet operators, Terral Logging first tried consumer dashcams (Garmin). They quickly realized the limitations: no side views, no live access, and no reliable cloud storage. When accidents happened, front-facing dashcams alone couldn’t capture the full story.

“We needed something that would prove we weren’t at fault,” said Terral. “In logging, the truck is always blamed first.”

**—SAMUEL TERRAL,
VICEPRESIDENT**



Solution

A Vestige cold call changed everything. After comparing options, Terral Logging chose Vestige for its:

- **Live view & cloud storage** – up to 30 days of instant, remote footage access.
- **Side-view cameras** – capturing accidents that dashcams alone miss.
- **AI-driven alerts** – speeding, phone use, and seatbelt monitoring, delivered instantly to the manager's smartwatch.
- **Geofencing & reporting** – simple, intuitive tools for daily operations. For Piñeiro, unreliable camera systems in the past failed to deliver usable footage or responsive support. Without verifiable evidence, the firm's reputation — and survival — were at risk.

“It was a no-brainer. The simplicity of Vestige, the live view, the side cameras—it just makes sense.”

—SAMUEL TERRAL

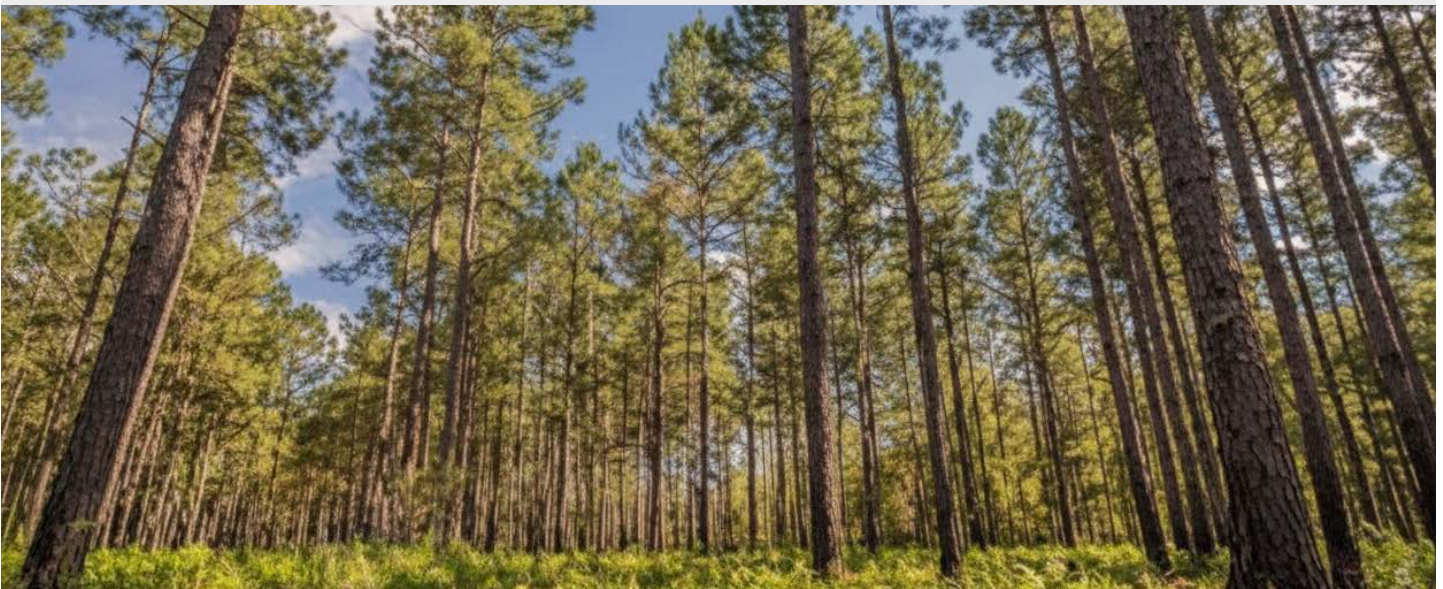
Customer Support Matters

Beyond the technology, Terral credits Vestige's team for making adoption easy.

“Any new system has a learning curve, but Derek and Kevin made it simple. They were always a phone call away.”

—SAMUEL TERRAL

Why it matters: Cassius tells Brutus that destiny isn't to blame for their low standing—personal choices are. The line pushes back against fatalism and argues for agency and accountability, themes that run through the play's politics and betrayals. It's also deeply ironic: Cassius uses this noble idea to manipulate Brutus, showing how appeals to self-determination can be weaponized. Today it reads as a call to own outcomes—organizational, civic, or personal—rather than attributing them to luck or fate.





Results:

Since installing Vestige, Terral Logging has avoided devastating claims and proven its drivers innocent in multiple incidents.

- **Accident Protection:** Side-view footage has been decisive in exonerating drivers.
- **Remote Management:** Even while in Washington, D.C., management pulled accident footage instantly for law enforcement back in Louisiana.
- **Insurance Defense:** Claims dismissed thanks to clear video proof—protecting premiums and the business.
- **Driver Safety:** Instant speed alerts keep drivers accountable without micromanaging.

“With our small sample size, the side cameras have actually proven more valuable than the front-facing ones.”

“A single accident can send your insurance through the roof. Vestige costs a fraction of that.”

—SAMUEL TERRAL

Why Vestige?

For Terral Logging, the difference between a consumer dashcam and a professional safety platform is the difference between staying in business or shutting down.

“If you’re on the fence, I’d tell you what I wish I knew before Derek called: Vestige isn’t just a camera, it’s peace of mind. It’s the only way to protect your people and your livelihood.”

—SAMUEL TERRAL

