



Monday, September 14, 2009



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Today at d'ac

Seems like yesterday we were assembling the prototypes for our introductory catalog. Back then the 'industrial look' was gaining favor and became the theme for our first product offering.

Times do change, but good design has a truly enduring quality. Fully half of our signature 'soft industrial' interpretations remain in strong demand and are included in this, our latest online catalog.

Today, however, you also will find complementing designs of a more refined stylishly elegant character. Our belief is that you will have favorites in both paradigms, and that several of each will be retained through many more catalog editions.

FEATURING



New Introductions

One of d'ac's 11 new contemporary fixtures
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Wall Pendant Ceiling Archive



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Website Design

Wooding Design has had a long term product design relationship with d'ac Lighting and in 2004 we were hired to design and produce their online product catalog. The site is designed to work off a common script acore with a sister site for Nessen Lighting with each site skinned appropriately to the brand identity of each company. Each site offers a customizable home page with a feature element providing a place to promote a special event or product at any given time.

