



## PRESS RELEASE

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**FOR ADDITIONAL INFORMATION:**

Chris Hodges  
Business Development Manager  
DAC Products  
1.800.431.1982  
[chodges@dacproducts.com](mailto:chodges@dacproducts.com)

### **DAC Products Launches New Customer-Focused Website**

#### *Streamlined Site Designed to Enhance User Experience*

(RURAL HALL, NC, March 18, 2011)—DAC Products, a leading designer and manufacturer of display and presentation products, has announced the launch of a brand new website at [www.dacproducts.com](http://www.dacproducts.com). The site reflects a fresh, streamlined look that clearly organizes information for the primary groups the company serves—building product manufacturers and retail sales—using a new global positioning tag line, “Big Ideas on Display.”

“Already customers are telling us that the new site is making it much easier for them to locate the information they need,” said Chris Hodges, DAC’s Business Development Manager. “And, that’s what the new site is all about: enhancing our customers’ user experience so they can find what they need quickly and effortlessly and benefit from the quick turnaround service we provide.”

In reorganizing its website, DAC created a design that is consistent with the quality craftsmanship of the products they provide, with an emphasis on the standard products the company offers in addition to its custom solutions. The updated site includes new case studies and easy-to-access product catalogs and maintains the sense of heritage and tradition for which this family-owned company is known.

*DAC Products is a leading producer of display and presentation tools for both the building products industry and retail sales environments. The company utilizes state-of-the-art techniques and technologies to design and produce point of purchase displays, fixtures, sales presentation carrying cases, large format and screen printed graphics, and provides warehouse services for accounts throughout North America. DAC was founded in 1987. More information at [www.dacproducts.com](http://www.dacproducts.com) or 1.800.431.1982.*