



## PRESS RELEASE

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### FOR IMMEDIATE RELEASE

## DAC Announces Innovative New I-Design Modular Column Display System

(RURAL HALL, NC, August 2, 2011)—DAC Products has introduced a new column display system designed especially for the window and door industry. Columns and other components integrate to provide a modular system that can be assembled for almost any showroom display need. Components include a 4-sided column, a 6-sided column, a window display wall, a door display wall, a media wall panel, a sales counter, and graphic panels.

“This uniquely versatile system meets the growing needs of our customers by allowing for an endless range of configurations. A major advantage is the option to start small and add on as needs change, or to get started right away with an all-inclusive sales environment,” says Chris Hodges, business development manager for DAC Products.



Display components are available in a selection of rich wood grain and solid color finishes. They transport easily and can be quickly and securely assembled, making them ideal for showrooms and home shows. DAC uses 3D rendering software as they work with customers to create a display specific to the needs at hand, demonstrating the display in a particular sales setting.

Hodges adds, “I-Design is one of the most significant product developments in the long history of our company. A lot of work has gone into creating this display system, and we are very proud to unveil the final product.”

More information about the I-Design Display System can be found at [www.dacproducts.com](http://www.dacproducts.com).



*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.*