



# Developing new and exciting products which are revolutionising the lighting industry

ACDC first made a mark in cold cathode lighting on the BBC's Tomorrow's World programme, back in the early 1970s, with an electronic control gear powering a cold cathode lamp. It was only in 1994 however, when bought by the Standel Dawman engineering group, that the company finally found its feet and began to deliver the products' unquestionable potential in the marketplace.

In 1996, a new management team, including David Horsfield and Gareth Frankland, were installed with the brief of developing the company into one of the world's major players in specialist architectural lighting. It was identified at this time that product quality and excellent customer support were to be key factors, along with the ability to deliver new and innovative product solutions in an industry which was still living in the dark ages of high voltage and magnetic wire wound transformers!

By 1998, the company had already been awarded one of the world's largest cold cathode contracts at the Trafford Centre in Manchester, with over 20,000 metres of high frequency electronic low voltage cold cathode installed throughout Europe's largest shopping centre. While this project's timescale was incredibly gruelling, the company's design and manufacture of automated machinery to produce lamps (a process which is ten times as fast as traditional hand-made lamps) enabled us to manufacture large volume, high quality lamps, not only for this contract but many more beyond.

In 1999, ACDC were given the opportunity to tender for the Burj Al Arab in Dubai, the world's first 7\* hotel, and after rigorous on-site testing against fierce competition, ACDC were awarded the 12,000m contract.

In a management buy-out in 2004, the company was 'bought back' by the original management team of David Horsfield and Gareth Frankland from Standel Dawman Holdings, with the aim of continued growth and development into new markets, both in the UK and overseas.

Since then, the company has continued to invest in product innovation and development, along with the state of the art manufacturing plant in Barrowford, England. This facility is the most advanced in Europe, with several automated FUSION™ machines for both 15mm and 20mm diameter, standard and high output cold cathode lamps, with the capacity to manufacture over 2,000 metres per week. The company has also established strong partnerships throughout key markets in the world, with many of our global partners trained by our operations team in the U.K. This has enabled us to deliver excellent service throughout the world, with distributors able to offer design advice, technical support, project management, site surveys and full installation and commissioning.

ACDC has worked with many of the world's leading and most visionary designers, on some of the most innovative and prestigious projects in the world, including Arena Mall in Croatia, Belgium's Media Cite, Atlantis The Palm and the tallest man-made structure ever built, the Burj Khalifa in Dubai.

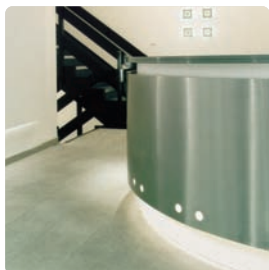
The company continues to drive forward with both our Cold Cathode & LED ranges, developing new and exciting products which are revolutionising the lighting industry, and setting the standards for years to come.

## ACDC timeline

### YEAR

<b>1978</b>	ACDC develop world's first electronic control gear for a cold cathode lamp
<b>1994</b>	Company bought by Standel Dawman Group
<b>1995</b>	Plug and Play system developed, revolutionising Cold Cathode design and installation
<b>1997</b>	World's first automated 'turned-back' electrode machinery developed and manufactured by ACDC
<b>1998</b>	Trafford Centre contract successfully completed with over 20,000 metres of Cold Cathode
<b>1999</b>	Development of one of Europe's largest lamp ovens increases capacity and further improves product quality
<b>2002</b>	Partnerships with key global companies set up to offer worldwide solutions and service
<b>2009</b>	Cold Cathode project completed at Burj Khalifa, the world's tallest man-made structure
<b>2010</b>	Coldstar and Nemesis Zero products offer the best dimming capability ever offered by Cold Cathode

# Take your design and make it a reality



## Design Reality... 100% Customer Support

Although quality of product is critical when specifying a cold cathode manufacturer, the standard of service and a high level of trust are equally as important. In this section we guide you through the ACDC Cold Cathode process, helping you to take your design and make it a reality.

### Step 1 – Design

The ACDC technical design team are available to assist and advise you, matching the correct product for your project specific requirements. Where necessary, samples can be provided for design mock-ups to guarantee that the right effect is created, along with design consultations with our experienced and innovative project engineers.

### Step 2 – Detailed Specification and Clear Accurate Quotation

A full, detailed product specification can be produced, along with CAD drawings when required. All standard quotes and specifications are turned around in 48 hours, with special metalwork projects and CAD drawings within 96 hours.

Once a project has been confirmed, the ACDC operations team takes control. Their aim is to ensure the smooth running of the project, guaranteeing the products are manufactured and installed right first time, every time.

### Step 3 – Site Survey or CAD Design

ACDC can either manufacture from accurate AutoCAD drawings or we can visit the site to measure a project and discuss the programme and process with the nominated contractor. On overseas projects, this can be carried out by our global partners and on large-scale overseas projects, the UK operations team will give on-site support.

### Step 4 – Manufacture

Once all accurate information has been gathered, the operations team translates this into manufacturing data and production can commence. Standard production lead times are around 4 weeks, although our fast track manufacturing system can enable projects to be made within a week, when project timescales are particularly tight.

“ACDC have always been nothing but a pleasure to work with. Their passion for cutting-edge luminaires is matched by their staff’s friendly and informed manner. They also have an original way of presenting themselves (on a bus).”

**Peter Veale, Firefly Design**

“Working with ACDC is always a pleasure, from their friendly approach to sales, down to their great technical knowledge, project support and site supervision, you always feel like you are being looked after.”

**Graham Rollins, Lighting Design International**



### Step 5 – Logistics

At this point we offer either our own in-house installation services, or our U-Fit package where the product is installed by a qualified electrical contractor.

#### ACDC Installation:

Our installation teams are fully trained and employed by ACDC directly. We will ensure that the installation is carried out to the highest standard and in line with design requirements.

#### U-Fit:

All cold cathode luminaires are carefully packed into specially made polystyrene lined boxes to ensure a minimal breakage risk. Approximately 5% spare lamps are manufactured however, to ensure no on-site delays as a result of unfortunate breakages.

**UK:** For UK-based projects, a designated driver will personally deliver the cold cathode system to your site and flash test all lamps on arrival.

**Export:** For overseas projects, ACDC are now extremely confident in lamp breakage minimisation at less than 1%. The goods can be either shipped in a 20ft or 40ft container by sea, or expertly palletised for shipping by sea or air.

### Step 6 – Commissioning and Testing

As all ACDC products are factory set and tested, on site commissioning and testing can be kept to a minimum. Any minor tweaks can be carried out during installation, reducing wasteful additional visits and saving valuable time towards the ‘tight’ end of the project. Of course, where commissioning meetings are required to focus the cold cathode lighting, our engineers are able and willing to assist.

“Working with ACDC on projects such as the Bridge of Aspiration and Sackler Crossing was a delight, their technical expertise and professional approach combined with their excellent customer service was the key to the success of the projects. ACDC are leading the way in LED and Cold Cathode Innovation and we will continue to work with them on more exciting projects in the future!” **Philip Rose, Speirs & Major Associates.**