

Application Story

ACRYLITE® Satinice

ACRYLITE® Online Shop Brings Big Possibilities to Smaller Projects



Market segment

Architectural

Location

Fairlawn, Ohio

Product

ACRYLITE® Satinice velvet texture

Internet team helps design firm with dramatic restaurant remodel.

How do architects, designers, fabricators and other firms find just the right amount of ACRYLITE® acrylic products for smaller projects or prototypes? They turn to the ACRYLITE® Online Shop for cut-to-size orders, quick turnarounds, detailed technical advice and the best in customer service.

Sharon Deitrick, owner of Deitrick + Berger, an Akron, Ohio design and architectural firm, provides the perfect example.

Selection criteria

High light transmission and diffusion properties, attractive color offering, light weight and easy to work with

Description of the application

Interior Design

“Our client, a local Asian restaurant, had a beautiful 1,000-piece mosaic that no one ever noticed because the space was too dimly lit.

We conceived a series of lily pad light fixtures and a 12' x 12' lotus flower chandelier to draw attention to the mosaic, but couldn't find anything like them. We looked online for ways to make the fixtures ourselves, and that's how we found the ACRYLITE® Online Shop.”

The ACRYLITE® Online Shop offers the largest selection of acrylic sheet, rod and tube readily stocked and available for immediate shipment. Lightweight and known for its versatility, ACRYLITE® has a satin surface that promotes light transmission while concealing the light source, making it ideal for the type of architectural lighting Sharon and her team wanted to create.

Bill Berger, the firm's chief architect, explains how the ACRYLITE® Online Shop also kept the project on budget and on time. "By helping us maximize the material we received, we saved not only on purchasing, but also on smaller packaging. That difference meant we could use FedEx instead of a common carrier, further reducing our costs. And we had our ACRYLITE® delivered to us in 2-3 business days cut to our exact specifications."

Key to the project's success was the ACRYLITE® Online Shop's Opportunity Development Specialist, Laura Hescoock. "I used the site to show them how other designers are using the material, how to get the best yield for their budget, how to finish the sheets the way they wanted, everything they needed to know."

Hescoock also called on additional support from the ACRYLITE® technical team. Technical Service Engineer Darrell Sparks says, "Clients who come to us through the ACRYLITE® Online Shop often don't have experience with the material. So we'll walk them through the prototype process, reviewing drawings or CAD sketches, figuring out the best way to make their vision a reality. So much information is out there, and helping clients find what they need is half the battle."

"Laura Hescoock and the ACRYLITE® Online Shop made this project a total success," says Deitrick. "ACRYLITE® has so many advantages, especially over glass: it's lighter, easier to work with and very budget friendly. I'm planning on using it—with the help of the ACRYLITE® Online Shop—on many more projects in the future."

For additional information about ACRYLITE® acrylic products, please visit our website: www.acrylite.net



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