



## NEWS RELEASE

### FOR IMMEDIATE RELEASE

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### VERTICAL DEVELOPMENT AUTOMATES CATALOG PRODUCTION FOR CADNA AUTOMOTIVE

DOWNERS GROVE, ILLINOIS – By consolidating six files containing over 141,000 records associated to 1,452 part numbers into a single relational database, Vertical Development Inc. (VDI) helped Cadna Automotive automate their application data, output two 800-page print catalogs, and export files mapped in AAIA and Activant Solutions (CCI/Triad) formats. This massive database of belt and hose applications covers virtually every car, light truck, van and SUV manufactured over the last 40 years.

Based in Memphis, TN, Cadna markets a complete line of ArmorMark brand V-belts, timing belts and serpentine belts for alternator, generator, fan and idler, air pump, vacuum pump, water pump, power steering, and a/c compressor applications. Their ArmorMark line also includes custom-fitted and flex styles of upper and lower radiator hose. In addition, Cadna private labels belts and hoses that are sold through most major program distribution groups in North America.

In addition to offering replacement parts for new cars, light trucks, vans and SUVs, Cadna has developed a niche by supplying hard-to-find belt and hose replacements for older, pre-1980 vehicles. Application data is split between two 800-page catalogs, one covering 1980-current vehicles, matched by an equally massive volume covering pre-1980 models. With the two catalogs and application data constantly increasing in size, catalog management had become very time and labor intensive for Cadna's Merchandising Manager Matt McKenna.

Three years ago, Cadna had VDI help them map their applications to AAIA and Activant Solutions (CCI/Triad). The mapping project went so well that when Cadna made the decision in February to automate catalog production, the only company that McKenna contacted was VDI, and by June the system was installed.

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## **VERTICAL DEVELOPMENT AUTOMATES CATALOG PRODUCTION FOR CADNA AUTOMOTIVE – CONTINUED**

That decision was the turning point for Cadna. “Our 1980-current catalog was overdue, so we were in a rush to produce it,” said McKenna. “Vertical Development helped us speed up the process. From the time that they installed the system, it took just 45 days until our catalog was ready to print,” he added.

Using its e-Publisher software, Vertical Development input application records supplied by Cadna in various files and formats, consolidating and linking the data to create a single relational database. E-Publisher enables Cadna to manage the data, updating it as needed. The system’s unique mapping process also allows files to be exported in industry standard formats like AAIA, Activant Solutions (CCI/Triad) and NAPA .

“We are a second line supplier to NAPA , so it’s important to get accurate data mapped to their format as quickly as possible,” said McKenna. “Other suppliers could not have done the job that VDI did. We want to work exclusively with them from this point on,” he added.

Vertical Development’s unique e-Publisher program is ideally suited to businesses like Cadna. By consolidating part numbers from multiple sources into a single user interface, it enables companies to generate print catalogs, CD-ROMs, Web and other informational tools in-house, easily and economically. Solutions in place range from small 32-page catalogs to 3,000-page mega-catalogs.

A leading provider of content management systems, Vertical Development, Inc. offers e-Publisher and e-Catalog systems that support simultaneous publishing to print, web and CD-ROM formats from a single data source. Their new e-WebCatalog system allows companies to upload AAIA formatted catalogs onto the Internet, quickly and cost effectively. VDI’s mapping services enable companies without systems to supply data in AAIA, Activant Solutions (CCI/Triad), NAPA, Wrenthead and other retailer formats, while their CD module is designed to create custom CD catalogs. VDI’s software has streamlined data management for companies nationwide in a variety of industries, including many of the largest manufacturers in the automotive market. Founded in 1983, the company has offices in Downers Grove and Elgin, IL, and Fremont, CA.

To find out more about the full range of systems and services available through Vertical Development, please call (847) 608-9142, or e-mail [rgarand@verticaldev.com](mailto:rgarand@verticaldev.com). More information can also be obtained by visiting the company’s web sites at [www.verticaldev.com](http://www.verticaldev.com) and [www.e-WebCatalog.com](http://www.e-WebCatalog.com).