



NEWS RELEASE

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CHICAGO RAWHIDE INSTALLS VERTICAL DEVELOPMENT E-CATALOG SYSTEM

Downers Grove, Illinois – Vertical Development, Inc., a leading supplier of software solutions and services to the automotive aftermarket, has successfully installed their e-Publisher software at Chicago Rawhide, an SKF Company.

Founded in 1878, Chicago Rawhide was born in the midst of tumultuous change. Today, CR is “The World Leader in Oil and Grease Seals,” and its product line includes more than 10,000 part numbers. “We initially put the CR catalogs in our mainframe back in 1981. Today, AAIA, NAPA, and Activant Solutions (CCI/Triad) are setting standards for the industry to provide electronic data, which meant we had to improve our current process with a more defined relational database. The e-Catalog software allows us to better service our customers by providing updated application data in a more timely manner” said Doug Fike, Manager of Marketing Communications for CR. “The system also gives us a more cost effective means to produce our catalogs, by eliminating our outside typesetting costs and associated lead time. While the efficiencies were certainly a decision point, our main reason for automation was to provide our customers data in various electronic formats for the update of their electronic catalog systems on a regular basis, and allowing immediate release of new application information on a quarterly basis.”

“The e-Catalog system is very easy to use. We were very skeptical of any company being able to automate our page production because of our past experience with outside catalog automation. We were pleasantly surprised to see that this system not only offered us all the flexibility we had with our internal system, but added many new features and capabilities,” he added.

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CHICAGO RAWHIDE INSTALLS E-CATALOG SYSTEM – CONTINUED

The relational database technology allows us to make single changes that affect hundreds of applications automatically,” said Dave Yates, Catalog Supervisor for CR. “The CR catalogs continues to grow in page count and complexity, with application, buyers guide and technical specifications catalogs now at 7 master publications with over 3,000 pages of data. With this new technology our accuracy will improve, and the timeline for producing a catalog will be cut dramatically.”

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. More information can also be obtained by visiting the company’s web sites at www.verticaldev.com and www.e-WebCatalog.com.

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