



NEWS RELEASE

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VERTICAL DEVELOPMENT SIMPLIFIES CATALOG PRODUCTION FOR GO/DAN INDUSTRIES

DOWNERS GROVE, ILLINOIS – Vertical Development, Inc., a leading supplier of software and e-business solutions, has completed installation of its e-Publisher system for Go/Dan Industries, a division of Transpro, Incorporated, enabling Go/Dan to bring print and electronic catalog production in-house. The system also gives Go/Dan greater flexibility in distributing product catalogs, and other time-sensitive data to its customers.

Go/Dan manufactures, sources and distributes heat exchange products including radiators, heater cores, air conditioning condensers, radiator cores and charge air coolers, for the automotive, truck and bus aftermarkets. Each year, they add over 100 new models to their product line as additional vehicles come into the replacement parts market. Updating part number data for their print and electronic catalogs is an ongoing concern complicated by the fact that not all of the new information is received at the same time. Go/Dan was faced with a dilemma – they could either make customers wait months for catalog updates, or incur substantial typesetting and production costs in constant catalog reprints.

Vertical Development's e-Publisher system solved the company's dilemma, while also helping Go/Dan save significantly on catalog production costs. "The efficiency that's resulted from installing this system is tremendous," said Go/Dan's Vice President of Marketing Layne Gobrogge. "Producing over 575 pages of data covering almost 1,900 part numbers is a daunting task, and this automation has greatly simplified that process. Not only can we also get product data to our customers quicker, but we can issue more information at less cost," he added.

MORE

VERTICAL DEVELOPMENT SIMPLIFIES CATALOG PRODUCTION FOR GO/DAN INDUSTRIES – CONTINUED

With Vertical Development's system, Go/Dan can better update its Ready Aire and Ready Rad printed catalogs and their online "Cool Cat" (air conditioning condensers), "Hot Cat" (heater cores) and "Rad Cat" (radiators) product catalogs. Popular with many customers, these catalogs are accessed regularly, making it crucial that product listings are accurate and up-to-date for customers to do online look-ups.

Yet another advantage of the e-Publisher system installed at Go/Dan was its compatibility with standardized catalog formats, such as those required by AAIA and Activant (CCI/Triad). "Like many companies, we incurred even more costs in making sure that new catalogs met industry requirements. Our research of Vertical Development showed that their e-Publisher system offers a unique mapping process for exporting files in industry standard formats like AAIA, Activant (CCI/Triad), and NAPA. That feature, plus their expertise in the aftermarket, made it clear that selecting Vertical Development as our data management partner was the smartest choice we could make. With this new system our catalogs are already available in AAIA and Activant (CCI/Triad) formats to provide e-cat companies with our most up-to-date information," he added.

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 site at www.verticaldev.com.