



## NEWS RELEASE

### FOR IMMEDIATE RELEASE

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### AKEBONO 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 at Akebono Corporation, Inc. “Akebono has already used the system to do the updates for their 2001 Brake Caliper Catalog,” said Ronald Garand, Vice President of Vertical Development.

With over 70 years of brake design experience, Akebono is a global leader in ceramic brake technology. Today, Akebono is a leading global supplier with facilities in Japan/Asia, North America and Europe. The Akebono product line covers over 170 vehicle models with more than 3,600 unique applications; their line includes more than 900 brake calipers, pads and accessories.

“The Akebono catalog was initially developed in Excel back in 1997. Today, with the size of our catalog continually growing and the need for up-to date information on our Internet site, 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 Ken Selinger, Senior Product Manager for Akebono. “The system gives us a more efficient means to produce our catalog, eliminating the dependence on our advertising agency for updates. While efficiencies were certainly a decision point, our main reason for automation was to update our catalog on a more regular basis, post those updates on our Internet site, and allow immediate release of new application information. The Vertical Development team has accommodated our pressing schedules and done a great job of meeting our special needs as a company.”

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## **AKEBONO INSTALLS E-CATALOG SYSTEM – CONTINUED**

“Our new e-Catalog system is very easy to use. We were pleasantly surprised to see that this system was easily able to produce our standard Akebono catalog as well as the private label versions we required seamlessly. Relational database technology allows us to make single changes that affect hundreds of applications automatically,” said Miles Brandt, Product Manager for Akebono. “As the Akebono catalog continues to grow in page count and complexity, this technology will improve our accuracy, and the timeline for producing a catalog.”

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).

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