



## NEWS RELEASE

### FOR IMMEDIATE RELEASE

For More Information, Call:  
Nancy Creighton, Stillwater Creative Group  
708-524-2161, or  
Ronald Garand, Vertical Development, Inc.  
847-608-9142  
Email: [rgarand@verticaldev.com](mailto:rgarand@verticaldev.com)

### E-PUBLISHER STREAMLINES DATA MANAGEMENT FOR CRP

DOWNERS GROVE, ILLINOIS – Vertical Development, Inc. (VDI) has successfully implemented its e-Publisher database management system for CRP Industries, a leading automotive replacement parts supplier, helping to solve a major headache that has plagued CRP for over a year. “We invested in a competitive catalog management system but for a variety of reasons, could never really get it to work and meet our business and technical requirements,” said Mark Friedberg, CRP’s Director of Management Information Systems. “After re-evaluating the marketplace for catalog management systems, we chose e-Publisher, giving us a system that works.”

Since its founding in 1954, CRP has grown to become one of the most trusted brands of domestic and import timing belts, serpentine belts and timing belt kits sold in North America. The company’s partnership with automotive parts warehouse distributors has resulted in a steadily growing product line, with over 7,500 active part numbers. The most popular numbers for timing and serpentine belts are cataloged in application and buyers guides produced on a regular basis.

Through the years, CRP had developed multiple databases in multiple locations, making the production of print and electronic catalogs labor-intensive, time consuming and error prone. The company recognized the need to automate its data several years ago, selecting a competitive vendor and system. After the system failed to meet its requirements, CRP reanalyzed system vendors and contracted VDI.

“E-Publisher is easy to use and gives us printing capabilities that we did not have with our previous system,” said Friedberg. A key benefit of e-Publisher was its ability to integrate and exchange product and buyer’s guide data with CRP’s enterprise resource planning system. “It’s enabled us to consolidate multiple databases from multiple locations into one, and has given structure and discipline to our catalog management process.”

- MORE -

## **E-PUBLISHER STREAMLINES DATA MANAGEMENT FOR CRP – CONTINUED**

With e-Publisher, CRP can also run “holes reports” on demand to be sure they have the most complete coverage possible. By subscribing to R.L. Polk & Co.’s Vehicles in Operation database, they can use the system to analyze any holes in coverage, increasing their reporting capabilities. In addition to streamlining catalog production, the system also enables CRP to export data, meeting the latest industry standards including AAIA’s new ACES format as well as the AAIA legacy format. “With e-Publisher, our data is now AAIA ACES compliant,” added Friedberg.

Vertical Development’s unique e-Publisher program is ideally suited to businesses like CRP. By consolidating part numbers and applications into a single user interface, it enables companies to generate print catalogs, CD-ROMs and other informational tools in-house, easily and economically. The system also features a unique mapping process allowing files to be exported in industry standard formats such as AAIA and Activant Solutions (CCI/Triad) formats. Solutions in place range from small 32-page catalogs to 3,000-page mega-catalogs.

“E-Publisher is a good product and the support we get from VDI is more than we ever received previously,” said Friedberg. “I recommend Vertical Development to anyone who needs to create print catalogs in the automotive industry that are AAIA compliant.”

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).