



NEWS RELEASE

FOR IMMEDIATE RELEASE

For More Information, Call:
Nancy Creighton, Stillwater Creative Group: 708-524-2161, or
Ronald Garand, Vertical Development, Inc.: 847-609-9540
Email: rgarand@verticaldev.com

VERTICAL DEVELOPMENT COMPLETES ONLINE CATALOG FOR CHAMPION LABORATORIES

DOWNERS GROVE, ILLINOIS - Vertical Development, one of the country's leading providers of content management systems, recently completed an Internet-based catalog for Champion Laboratories, one of the world's largest suppliers of filters, filtration products and related services. The resulting Luber-finer Online Catalog (www.luber-finer.com) gives Champion's customers immediate access to filter specifications, cross-reference data and graphics for over 145,000 automotive, agricultural, heavy-duty and off-road applications.

Champion Laboratories produces over two million filters per week, supplying a complete line of air, lube, fuel, breather, transmission and cabin air filters as well as PCV valves to customers worldwide. In addition to its Champ, Eurofilter, Lee, Luber-finer, Kleener, and Petro-Clear lines, they private label brands like AutoZone, Delphi Automotive, Mighty Distributing, Mobil 1, Parts Plus/Trust, STP, Service Champ, Target Stores, Wal-Mart and others. Champion is also an OEM supplier to companies like Detroit Diesel, Ford, General Motors, Harley-Davidson, Isuzu, John Deere, Mazda, Opel, and Volkswagen.

Catalog information is maintained for over 3,200 unique part numbers, over 850 manufacturers, 35,000 vehicle models, and 300,000 interchanges for heavy-duty truck, construction, mining, farm equipment, onboard marine, automotive and light truck applications.

Vertical Development has been providing catalog solutions for Champion Labs since 1990 when they implemented an e-Catalog system for the company. That project was followed with a CD-ROM catalog for their Luber-finer line of filters in 1996, an internal filter search engine in 1998, and Eurofilter catalog for their European operations in 2001.

MORE

Vertical Development Completes Online Catalog – Continued

"Since Champion was using Vertical Development's e-Catalog system to produce its printed catalog, it was a natural extension to use the catalog data to create a CD and Web product," said Champion's Technical Resources Supervisor Roger Turpin. To create the necessary files, Vertical Development added a menu option to Champion's existing system, as well as a Windows-based front end to access the information. The data was combined with the program, enabling the common data for the master CD and Web to be created easily. The resulting online catalog is so comprehensive that "you can even find a TEREX 3307 Dump Truck, pick a filter and see the specifications and associated graphics," said Turpin.

Feedback on the web initiative has been very favorable. "We initially started with e-Catalog by sending out over 1,200 CDs per quarter in 1996, which reduced our tech support calls from hundreds to less than 30 per week. Thanks to this latest project, we can now provide daily updates on the web, supplementing and gradually replacing those provided quarterly with the CD, and expand the program to access our corporate-wide, in-house part finder and research system," Turpin added.

"We first selected Vertical Development in 1990 because they had the expertise and longevity in the market that made us feel comfortable," Turpin continued. "After working with them for over 12 years, we feel no other partner could have helped us manage and get catalog production and mapping under control as well as they have done," he added.

A leading provider of content management systems, Vertical Development, Inc. offers e-Publisher, e-Catalog, and e-WebCatalog systems that support simultaneous publishing to print, web and CD-ROM formats from a single data source. Their ShowMeTheParts system is dedicated to publishing catalogs on CD. Vertical Development also offers mapping services to companies without systems, allowing them to export their data in AAIA (ACES, Legacy, PIES), Activant Solutions, NAPA (Attribute, PartsPro), Wrenchhead and other retailer formats. 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 Huntley, IL, and Fremont, CA.

For more information on the systems and services available from Vertical Development, please call (847) 609-9540, or e-mail rgarand@verticaldev.com. More information can also be obtained by visiting the company's web site at www.verticaldev.com.