



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

CONI-SEAL PRODUCES ITS FIRST SUSPENSION PARTS CATALOG THROUGH VERTICAL DEVELOPMENT

DOWNERS GROVE, ILLINOIS -- Through its e-Publisher software, Vertical Development, Inc. (VDI) helps companies streamline catalog production by consolidating application records, product information and mapping data into a relational database. VDI recently went beyond the scope of its database development services by helping one of its newest customers, Coni-Seal, Inc., produce their first suspension parts catalog introducing a recently added product line.

For over 20 years, Coni-Seal has been known as a brake parts manufacturer, supplying wheel cylinders, brake hoses, parking brake cables, master cylinders, clutch master cylinders, slave cylinders, hydraulic repair kits, and disc and drum brake hardware for domestic and import cars and light trucks. The company expanded its offerings significantly when they recently introduced a line of suspension parts -- ball joints, tie rods, center links, adjuster sleeves, sway bar link kits, bushing kits, idler arms and pitman arms -- under its new Chassis 500 brand name.

To support the development of their first Chassis 500 catalog, Coni-Seal contracted Vertical Development, a firm known for its powerful content management capabilities and e-business solutions. VDI's 20 years of experience serving aftermarket companies proved especially valuable to Coni-Seal. "Because this would be our first suspension parts catalog, we wanted a database partner with expertise in every stage of development," said Coni-Seal Catalog Manager Bruce Seip. "VDI assisted us with the page design and provided many other recommendations, many of which we implemented from the start," he added.

MORE

CONI-SEAL PRODUCES ITS FIRST SUSPENSION PARTS CATALOG THROUGH VERTICAL DEVELOPMENT – CONTINUED

Using its e-Publisher software, Vertical Development migrated over 600 part numbers and thousands of application records from Coni-Seal, creating a relational database and helping them produce their first catalog covering the new Chassis 500 product line. E-Publisher's unique mapping process also enables Coni-Seal to export electronic files in industry standard formats like AAIA, and Activant (CCI/Triad).

VDI's e-Publisher program is ideally suited to businesses like Coni-Seal, which catalog thousands of part numbers within multiple product lines covering thousands of applications. It incorporates all the information into a single user interface, making it easy to generate print catalogs, Web applications and other informational tools, as well as output mapped files in industry standard formats.

Coni-Seal initially contracted Vertical Development to create a database for their brake product line, and then added suspension when the new Chassis 500 line was introduced. VDI has since completed the brake products database, which consists of more than 2,300 brake part numbers filling over 550 catalog pages.

Both projects were equally successful. "The fact that VDI helped us create something from nothing is amazing," said Bruce. "With their help, we can now produce catalogs faster as well as in a format best for our customers' needs," 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, Wrenchhead 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.