



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

E-PUBLISHER HELPS MORSE AUTOMOTIVE MANAGE, MAP AND PUBLISH THEIR DATA

DOWNERS GROVE, ILLINOIS – Thanks to installing the e-Publisher catalog management system from Vertical Development, Inc. (VDI), Morse Automotive can now generate multiple friction catalogs in a variety of formats from a single relational database. What's more, they can also export files meeting the latest ACES (AAIA Catalog Enhanced Standard) requirements.

Based in Chicago, Morse Automotive is a privately held company and a leading supplier of disc brake pads and brake shoes to the automotive aftermarket. In addition to the Morse name, they market their products under a variety of private label friction brands sold through retailers and wholesale distributors nationwide.

Morse previously managed a separate database for each of its unique customer catalogs, making catalog preparation and application updates time-consuming and redundant in many cases. Realizing that an automated system could help them streamline the process, they contacted various catalog management suppliers for assistance. According to Tim Bruin, Director, Sales & Marketing for Morse Automotive, "We selected VDI because of their experience developing other automotive catalog systems as well as their knowledge and involvement within the industry. VDI also could provide us with a broad range of services beyond a catalog database system."

Using its e-Publisher software, VDI input Morse's streamlined files of brake shoe and disc brake pad applications and part numbers, consolidating and linking the data to create a single relational database covering thousands of vehicle applications. Installing e-Publisher has enabled Morse to integrate various catalog formats into a single system, ultimately improving catalog turnaround time and data accuracy. Morse is now using the system to produce their 2006 friction catalogs mapped to the latest ACES standards.

MORE

E-Publisher Helps Morse Automotive Manage, Map and Publish Data – Continued

Morse was so pleased with the project that they have started working with VDI on their next project – making sure their files meet the latest PIES (Product Information Exchange Standard) requirements. “With Vertical Development’s vast experience with so many different product lines, we’d recommend them to anyone in the automotive aftermarket,” added Tim.

Vertical Development’s e-Publisher program is ideally suited to all types of companies, including companies with multiple private label identities like Morse. By consolidating part numbers from multiple spreadsheets into a single user interface, it enables companies to generate print catalogs, CD-ROMs and other informational tools in-house, easily and economically. Solutions in place range from small 32-page catalogs to 3,000-page mega-catalogs. Their new e-WebCatalog system also allows companies to upload AAIA formatted catalogs onto the Internet, quickly and cost effectively.

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 (CCI/Triad), NAPA (Attribute, Legacy, PartsPro), Wrenthead 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 Elgin, IL, and Fremont, CA.

To find out more about 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 sites at www.verticaldev.com and www.e-WebCatalog.com.