



## NEWS RELEASE

### FOR IMMEDIATE RELEASE

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### **EASTERN CATALYTIC AUTOMATES CATALOG PRODUCTION WITH E-PUBLISHER**

DOWNERS GROVE , ILLINOIS – After installing the e-Publisher system from Vertical Development, Inc. (VDI), Eastern Catalytic Converters can generate print catalogs in less time, with less labor than ever before. What’s more, they can now automatically export data mapped to industry standard formats such as AAIA and Activant (CCI/Triad).

Based in Levittown , PA, Eastern manufactures catalytic converters that are direct-fit replacements for original equipment, providing the hardware and gaskets needed for hassle-free installation. They also supply a line of universal catalytic converters that cover 92% of all cars and trucks on the highway today.

Because many of these converters are hard to find or no longer available, application data about them is critical. Keeping application data current had become a tedious, time-consuming job for Eastern’s Technical Engineer Gil Emery, who manages the parts database and handles catalog production. Previously a parts counterman and warehouse manager, Emery said that he “...knows what it’s like not to have the latest information. It creates lost sales when you want to build sales.”

To help them manage the cataloging and product development process, Eastern contracted Vertical Development, a leading supplier of content management systems. “VDI had the best package, the best solution and the experience to help us get the job done,” said Emery.

Using its e-Publisher software, VDI began working on the project in March, consolidating data and creating a single relational database covering both their direct-fit and universal lines of catalytic converters. E-Publisher’s unique mapping process also enabled Eastern to export electronic files in industry standard formats like AAIA and Activant (CCI/Triad).

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## **EASTERN CATALYTIC AUTOMATES CATALOG PRODUCTION – CONTINUED**

After the installation, VDI walked Emery through the system so he could maintain the database and make updates easily. “E-Publisher is very easy to use,” he said. “By letting me convert files to any format with the push of a button, it’s cut my work time by 50%. We installed the system in May, and already went to the printer with our new 2004 catalog,” he added.

VDI’s e-Publisher program is ideally suited to businesses like Eastern, 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.

Emery appreciated the hands-on training that Vertical Development provided. “They brought a personal touch to the project, and worked with us one-on-one,” he said. Eastern is so pleased with the job that they asked Vertical Development to work on another project – an electronic catalog for their website.

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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