



NEWS RELEASE

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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

FOUR SEASONS INSTALLS E-CATALOG SYSTEM

Downers Grove, Illinois – Vertical Development, Inc., a leading supplier of software solutions and services to the automotive aftermarket, has successfully installed their e-Publisher software at Four Seasons, a division of Standard Motor Products.

Acquired in 1978 by SMP, Four Seasons is the premier supplier of Temperature Control parts under the brands of Four Seasons, Everco, Murray, NAPA, CARQUEST, Factory Air and Trumark. "We initially put the Four Seasons catalogs in an Access file a few years ago. Today AAIA, NAPA, and Triad are setting standards for the industry to provide electronic data, which meant we had to improve our current process with a more defined relational database. The e-Catalog software allows us to better service our customers by providing updated application data in a more timely manner," said Kevin Burton, Director Product Development and Planning for Four Seasons. "The system also gives us a more cost effective means to produce our catalogs, by eliminating our outside typesetting costs and associated lead time. While the efficiencies were certainly a decision point, our main reason for automation was to provide our customers electronic data in various formats for the update of their electronic catalog systems on a regular basis, and allowing immediate release of new application information on a quarterly basis."

"The e-Catalog system is very easy to use. We were very skeptical of any company being able to automate our page production because of the complexities of the multiple formats used within a single catalog. We were pleasantly surprised to see that this system not only offered us all the page layouts we required, but added many new features and capabilities. The relational database technology allows us to make single changes that affect hundreds of applications automatically," said Ron Miller, Catalog Manager for Four Seasons.

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Corporate: 935 Curtiss St., Downers Grove, IL 60515; 630-724-1159; Fax: 630-724-1160; www.verticaldev.com
Regional: 640 North Airlite St., Elgin, IL 60123; Phone/Fax: 847-608-9142 E-mail: rgarand@verticaldev.com

FOUR SEASONS INSTALLS E-CATALOG SYSTEM – CONTINUED

“The Four Seasons catalogs continues to grow in page count and complexity, with application, buyers guide and technical specifications catalogs now at 3 master publications with over 1,800 pages of data. With this new technology we will be able to quickly produce the many branded catalogs our customers require more quickly, and accurately than before, with the timeline for producing the catalogs cut dramatically,” Ron 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, 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. More information can also be obtained by visiting the company’s web sites at www.verticaldev.com and www.e-WebCatalog.com.

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