



NEWS RELEASE

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G&B DISTRIBUTION OVERCOMES ELECTRONIC CATALOGING CHALLENGE WITH E-PUBLISHER

DOWNERS GROVE, ILLINOIS – One of the major challenges facing aftermarket suppliers, especially companies without automated catalog systems such as G&B Distribution, is getting properly formatted electronic files into e-cat systems. By installing the e-Publisher catalog management system from Vertical Development, Inc., G&B has not only overcome the challenge but has gained additional business in the process.

Founded over 25 years ago, G&B has since grown to become a leading global supplier of genuine OE automotive parts including hub bearing assemblies, window lift motors, window regulator assemblies, wiper motors, door lock actuators, fuel sending units and regulators, engine cooling motors and idle speed actuators. A major part of the company's growth has occurred over the past five years, as G&B expanded coverage in their popular line of hub bearing units. "Late last year, we recognized that our most immediate need was to get into the electronic side of cataloging," said Ken Lark, G&B's Vice President of Sales and Marketing.

To meet this need, Lark began researching the capabilities available from content management providers. "Of all that we spoke with, Vertical Development had the most cost-effective solution for our needs," said Lark. "What's more, they had the experience needed to help us map to ACES standards."

Using its e-Publisher software, VDI input spreadsheets hub data supplied by G&B, consolidating and linking the data to create a single relational database with 170-plus part numbers covering more than 3,900 applications for the most popular cars, light trucks and SUVs in the market. The system's unique mapping process enables G&B to export files meeting AIAA ACES, Activant Solutions, WHI (Wrenthead) and other e-cat formats. Thanks to VDI's on-site training, G&B can now do future updates to their system as well as publish print and electronic catalogs in-house, easily and economically.

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“With VDI’s help, we’ve already submitted data in ACES format to Activant and Wrenthead,” said Lark. “That’s incredible, especially considering that we made the decision to automate our system less than four months ago.”

G&B is also pleased with the ongoing support they receive from Vertical Development’s team. “We were very excited when VDI first met with us and told us how they could help us get our electronic files into e-cats’ systems,” added Lark. “What they delivered has truly exceeded our expectations.”

Vertical Development’s e-Publisher program is ideally suited to all types of companies, including companies automating their systems for the first time such as G&B Distribution. By consolidating part numbers from multiple spreadsheets into a single user interface, they enable companies to map to AAIA standards, generate catalogs in print and on CDs, and offer online lookup systems, easily and economically. Solutions in place range from small 32-page catalogs to 3,000-page mega-catalogs.

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, NAPA (Attribute, PartsPro), WHI (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 Huntley, IL, as well as 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 site at www.verticaldev.com.

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