



## NEWS RELEASE

### FOR IMMEDIATE RELEASE

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### MAGNAFLOW BUILDS FOR THE FUTURE WITH E-PUBLISHER

DOWNERS GROVE, ILLINOIS – By automating their catalog with e-Publisher from Vertical Development, Inc., MagnaFlow Performance Exhaust can meet all of their customers' needs – from print catalogs to electronic data mapped to AAIA ACES requirements – with a single system. In the process, they have taken a major step toward building what they envision as a virtual electronic marketplace.

Based in Rancho Santa Margarita, California, MagnaFlow has become one of the world's leading suppliers of stainless-steel performance exhaust components, specifically dyno-tuned cat-back exhaust systems, mufflers and related components for light trucks including diesel models, muscle cars, SUVs and sport compact cars. The MagnaFlow brand is part of CarSound Exhaust Systems, a major manufacturer of premium catalytic converter products sold worldwide.

"Our growth has been astronomical," said MagnaFlow's Director of Product Services Bob Spano. "Vehicle owners today are looking to improve gas mileage, and increase horsepower and torque, which have intensified the need for performance exhaust systems."

A significant part of that growth is with tech-savvy performance shops and mass retailers – customers who prefer application data in electronic rather than print format. "The question was not should we automate our catalog; it was whom should we contract for the job," said Spano, who went straight to his trading partners for a recommendation. "I heard nothing but great reviews about Vertical Development. That's all we needed to make our decision."

VDI used its e-Publisher software to enter the data from print catalogs, electronic files and spreadsheets, consolidating and linking the data to create a single relational database consisting of over 2,500 SKUs covering MagnaFlow's complete product line. What's more, VDI provided training on-site, so Spano can update applications, add product photos and make other changes easily and economically.

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## MagnaFlow Builds for the Future with E-Publisher – Continued

The system's unique mapping process also enabled MagnaFlow to map their files in the industry standard AAIA ACES format for delivery to Activant, Wrenthead and other e-Cat companies.

One of the first projects Spano completed with e-Publisher was consolidating all of MagnaFlow's product information – application data, pricing, photos, installation guides and interchanges – on a single CD. "In the future, we hope to use this system to output all of our data on CD rather than in print," said Spano.

Spano is particularly pleased with the experience he had with Vertical Development. "At MagnaFlow, we're all about high performance," he said. "The same is true about VDI. They did an incredible job and gave us exactly what we needed." Spano will be using the system later in the year to map MagnaFlow's 2500+ part numbers sold in Europe to TecDoc, the European e-Cat standard. He also plans to share the company's streamlined cataloging with SEMA representatives visiting MagnaFlow's headquarters in May.

Vertical Development's e-Publisher program is ideally suited to all types of companies, especially businesses like MagnaFlow. 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), 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](mailto:rgarand@verticaldev.com). More information can also be obtained by visiting the company's web site at [www.verticaldev.com](http://www.verticaldev.com).