



## 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](mailto:rgarand@verticaldev.com)

### S.A. GEAR MEETS KEY CUSTOMER DEADLINE WITH E-PUBLISHER

DOWNERS GROVE, ILLINOIS – S.A. Gear, a manufacturer and supplier of timing components to the aftermarket, can now update and produce catalogs easier and faster, thanks to installing the e-Publisher catalog management system from Vertical Development, Inc. (VDI). With e-Publisher, they can also export files mapped to the AAIA vehicle standards for electronic catalog data exchange.

Based in Bedford Park, IL, S.A. Gear has manufactured a full line of automotive timing components for domestic, foreign and high performance vehicles since 1985. An increasing number of their customers asked that catalog data be supplied in electronic formats, a capability that S.A. Gear did not yet have. Like many manufacturers without automated catalog systems, they had to find a solution quickly and selected Vertical Development as their content management partner.

“Though we’re not as large as some of their other clients, Vertical Development had a custom software package that addressed all our needs, at a price that met our budget,” said Steve Tucker, S.A. Gear Vice President of Sales and Marketing. “Their e-Publisher system has improved our ability to update our catalog throughout the year and produce new ones easier. Customers are happier, and it’s already resulting in new business”, he added.

Since S.A. Gear had not published a catalog for several years, electronic data was not available for VDI to load into its system. To solve the problem, VDI helped S.A. Gear create its first catalog database. Information for their 176-page catalog was compiled manually, by a single Product Manager, resulting in a single relational database consisting of more than 2,000 part numbers with thousands of applications. “This is a real testimonial to the system’s ease of use,” said Steve. “All work was completed within 60 days, enabling S.A. Gear to output updated catalogs and meet a major customer’s delivery deadline for e-Catalog data.”

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## **S.A. GEAR MEETS CUSTOMER DEADLINE WITH E-PUBLISHER – CONTINUED**

E-Publisher's unique mapping process also allows S.A. Gear to export files that meet industry standard formats, including AAIA, Activant Solutions (CCI/Triad) and other retailer specific formats. Providing updated AAIA files to e-Cat companies between publications quickly provides clients with new items and coverage, and S.A. Gear with new sales opportunities.

"Customers choose S.A. Gear because we provide the best quality and service at a competitive price," said Steve. "It's the same reason we chose Vertical Development. They are the best in their field," he added.

Vertical Development's unique e-Publisher program is ideally suited to businesses like S.A. Gear. By consolidating part numbers from multiple sources 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 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, 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) 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).

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