



NEWS RELEASE

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SATISFY CATALOG AND E-CAT REQUIREMENTS WITH A SINGLE SYSTEM

DOWNERS GROVE, ILLINOIS – Manufacturers faced with the challenge of producing complex print publications in multiple formats for branded and private label catalogs and then outputting that data to meet different e-Cat requirements now have a single system that can do all the work simultaneously. It's e-Publisher, a powerful, extremely flexible catalog management tool from Vertical Development, Inc.

“To meet today’s complex application delivery requirements, many companies have been forced to manage an Excel spreadsheet for their printed application catalog and then manage the same data in other formats for mapping,” said Vertical Development Vice President Ron Garand. E-Publisher is an ideal alternative, providing a single turnkey solution to managing data in multiple formats, accurately, quickly and much more cost-effectively.

E-Publisher enables companies to manage all information for print and electronic data in one repository. Any time a change is made, it is automatically reflected in all files – print and e-Cat – simultaneously. By removing human intervention from the publishing process, it limits the possibility of errors common in print and electronic catalog production.

Dozens of aftermarket suppliers now use e-Publisher to send paginated PDF files to the printer using the system’s unique “print-on-demand” feature. They can then output the same data in different e-Cat formats literally with the click of a button.

Vertical Development’s e-Publisher program is ideally suited to all types of companies. By consolidating part numbers from multiple spreadsheets 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.

MORE

Satisfy Catalog and E-Cat Requirements with a Single System – Continued

“The only way to meet the growing demand for dual media – print and e-Cat formats – is to implement strategies that provide your company with a technological edge in the marketplace,” added Ron. “That’s what our clients receive with e-Publisher.”

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 Solutions (CCI/Triad), NAPA (Attribute, Legacy, 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, and 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 sites at www.verticaldev.com and www.e-WebCatalog.com.

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