



## NEWS RELEASE

### FOR IMMEDIATE RELEASE

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](mailto:rgarand@verticaldev.com)

### **SPECTRA PREMIUM SELECTS VERTICAL DEVELOPMENT AS ITS DATABASE PARTNER**

DOWNERS GROVE, ILLINOIS – Canadian-based Spectra Premium Industries, Inc., one of the world's leading suppliers of undercar, heat transfer and climate control components to the replacement parts market, can now produce all of its catalogs in-house, thanks to a relational database catalog and product management system installed by Vertical Development, Inc. (VDI). "This new system was a must, since many of our larger clients demand that up-to-date catalog data be delivered to them electronically," said Spectra Corporate Marketing Manager Mike Wickless. "As a result, we've already produced our air conditioning application guide – a 348-page catalog with over 36,000 unique listings—and are now in the process of finalizing our Heat Transfer Divisions catalog," he added.

Spectra Premium is a recognized leader in the aftermarket, offering a wide range of fuel tanks, oil pans and sending units; complete radiators and cores; as well as heaters, condensers, compressors, evaporators, accumulators and air conditioning accessories. Spectra products reach consumers through an extensive distribution network covering major retail chains and parts distributors in Canada, the United States and Europe.

With its increasing size and market coverage, the company recognized their need to automate catalog production. They began searching for a database development partner who could not only assist them with their immediate objectives, but also offered a modular system capable of expansion as their requirements changed. Despite competitive firms being located near the company's headquarters in Quebec, Spectra chose VDI, a leading provider of content management systems and e-business solutions based thousands of miles away in Illinois.

*MORE*

## **SPECTRA PREMIUM SELECTS VERTICAL DEVELOPMENT – CONTINUED**

“VDI is experienced in our industry, has a recognition that speaks for itself, and understands what we need. That’s what makes them stand out from the competition,” said Wickless.

Using its e-Publisher software, Vertical Development input application records supplied by Spectra in various files and formats, consolidating and linking the data to create a single relational database. E-Publisher enables Spectra to manage the data, updating it as needed. The system also features a unique mapping process allowing files to be exported in industry standard formats like AAIA, Activant (CCI/Triad), and NAPA.

Spectra’s decision to select VDI as its database development partner has already paid off for the company. “Within four months of contracting VDI, we began producing our A/C Application Guide. That achievement surpassed our expectations,” added Wickless.

Vertical Development’s unique e-Publisher program is ideally suited to businesses like Spectra. 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.

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](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).

XXX