



## NEWS RELEASE

### FOR IMMEDIATE RELEASE

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### **VERTICAL DEVELOPMENT AUTOMATES READY-AIRE AC PARTS CATALOG PRODUCTION FOR TRANSPRO**

DOWNERS GROVE, ILLINOIS - By consolidating 27 complex spreadsheets into a single relational database through its E-Publisher system, Vertical Development has helped automate catalog production for Transpro, Inc. (Ready-Aire), one of North America's leading suppliers of heating, cooling and air conditioning parts to the automotive and light truck markets. As a result, Transpro can now generate print-ready documents in-house, faster and less expensively than before. What's more, the system's unique mapping process allows files to be exported in industry standard formats like AAIA and Activant (CCI/Triad).

Headquartered in New Haven, CT, Transpro is a leading manufacturer and distributor of heat transfer and temperature control products for automotive, truck and industrial applications. In its Ready-Aire Temperature Control Products line alone, they offer 32 different air conditioning products including accumulators, blower motors, clutches, compressors, condensers, conversion kits (r12 to r134a), evaporators, expansion valves; fan clutches, filter/driers, heater cores, radiator fan motors and other items.

Like other air conditioning parts suppliers, Transpro's business surges from April through September, leaving the rest of the year to update catalogs in preparation for their peak selling season. Their catalog production process, however, was so cumbersome and time-consuming that it posed a threat to having Ready-Aire application data available in print and e-cat formats when their customers needed it most.

Until recently, Transpro used various Excel files to create a combined spreadsheet, listing applications alphabetically by car model for each product. However, the massive amount of consolidated data -over 8,000 parts and 140,000 listings filling 27 worksheets -- made the task of formatting page layouts into a labor-intensive process.

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## **VERTICAL DEVELOPMENT AUTOMATES READY-AIRE – CONTINUED**

Realizing that they could save time and money by automating catalog production, Transpro contracted Vertical Development, a leading supplier of content management systems and e-business solutions systems, to help them with the process.

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

"I'm very excited about what this system can do for us," said Transpro Project Coordinator Stacy Gladen. E-Publisher gives Transpro something they've never had before - an automated solution to catalog production. "This system is as close to a 'magic button' as you can get. Using existing network connections, employees in our Burr Ridge, IL, Arlington, TX, and New Haven, CT offices are able to update data seamlessly, and print proof pages at each location," he added.

Vertical Development's unique e-Publisher program is ideally suited to businesses like Transpro. By consolidating part numbers from multiple spreadsheets into a single user interface, it enables companies to generate print catalogs, CD-ROMs, Web 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-Catalog, e-Pricing and e-Publisher systems that support simultaneous publishing to print, web and CD-ROM formats from a single data source. Their 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.

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).

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