



NEWS RELEASE

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VDI TECHNOLOGY ENABLES CHAMPION LABORATORIES' CUSTOMERS TO DOWNLOAD CD CATALOG UPDATES ONLINE

DOWNERS GROVE, ILLINOIS – With new technology from Vertical Development, Inc., Champion Laboratories now has an enhanced Luber-finer CD catalog that they can distribute to customers worldwide, with updates available for download online. As a result, Champion can get updated information into the field faster, without incurring additional CD production, replication and distribution costs.

This is the newest catalog innovation at Champion Laboratories, one of VDI's longest clients and the first in the aftermarket to implement an e-Catalog in 1993. "We were ahead of the curve," said Champion's Technical Resources Manager Roger Turpin. That project was followed with a CD catalog for their Luber-finer line of filters in 1996, an internal filter search engine in 1998, the Eurofilter catalog for their European operations in 2001 and an online catalog (Luber-finer.com) in 2005.

A growing number of Champion's customers now use the online look-up at Luberfiner.com. "But customers who don't have a dedicated Internet connection find it easier and faster to search for filter part numbers and cross-references in our CD catalog because they can use it offline," he said. The challenge was making sure CD users had updated product information in a timely, cost-effective manner. Also challenging was the significantly expanding amount of data in Champion's system – over 8,000 part numbers, 300,000 cross references and hundreds of thousands of applications in the automotive and light truck, marine, heavy-duty truck, construction, mining and agricultural markets worldwide. "We knew we had to do something to make our data more accessible for customers using our CD catalog," added Turpin.

To solve the problem, VDI provided new technology with Internet connectivity enabling users to download catalog updates at their convenience. Once downloaded, the new data is seamlessly inserted into their CD catalog.

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VDI Technology Enables Champion Laboratories – Continued

Turpin is especially pleased with the capabilities VDI's new technology has given him. "We spend less money getting more information into customers' hands. It's a win-win situation for us all," he said.

He's equally pleased with the service he's received from Vertical Development. "We've worked with VDI since 1993," said Turpin. "Since then, they've helped us add a variety of features and a great deal of functionality to our catalog systems. No other company can provide the same amount of service and flexibility. Their ability to meet our needs is simply unparalleled in the aftermarket," he added.

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. In addition to their ShowMeTheParts system for publishing catalogs on CD, VDI offers a premium version for making CD updates available online, eliminating additional production, duplication and distribution costs. Vertical Development also offers mapping services to companies without systems, allowing them to export their data in AAIA (ACES, Legacy, PIES), Activant Solutions, NAPA (Attribute, PartsPro), WHI Solutions (Wrenchhead) 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. More information can also be obtained by visiting the company's web site at www.verticaldev.com.

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