



## 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)

### TURNKEY E-PUBLISHER SPEEDS DATA DELIVERY TO MARKET

DOWNERS GROVE, ILLINOIS – Manufacturers today are faced with a major challenge – producing complex branded and private label catalogs in multiple formats as well as outputting their data in a variety of e-Cat formats. Helping them meet print as well as e-Cat requirements is e-Publisher, a single, comprehensive catalog management system from Vertical Development, Inc. (VDI).

E-Publisher's print-on-demand feature enables manufacturers to send paginated PDF files to print production houses easily and economically. They can also use e-Publisher to output the same data in different e-Cat formats with the click of a button. "Removing human intervention from the publishing process limits the possibility of errors in the printed and electronic catalog, saving time and money," said VDI Vice President Ron Garand.

According to Garand, today's complex application delivery requirements have forced many companies to manage an Excel spreadsheet for their printed application catalog and use other systems to create files in e-Cat formats. "As a result, catalog production has become far more complex than it was five years ago," he said.

With the automated e-Publisher system, manufacturers can manage all of their information for print and electronic formatted data in one repository. "It allows a single change to flow through print and various e-Cat files simultaneously, saving time and eliminating redundancies," he added.

VDI's e-Publisher system is ideally suited to all types of companies. By consolidating part numbers from multiple spreadsheets into a single user interface, it enables companies to map to AAIA standards and 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.

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## **Turnkey e-Publisher Speeds Data Delivery to Market – Continued**

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, NAPA (Attribute, 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.

For more information on the systems and services available from 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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