



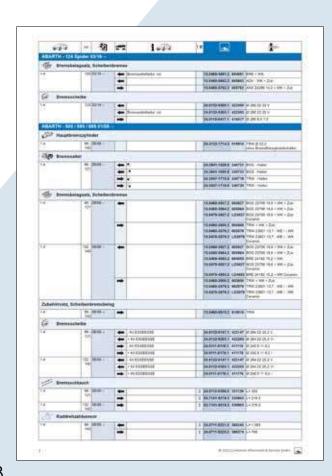
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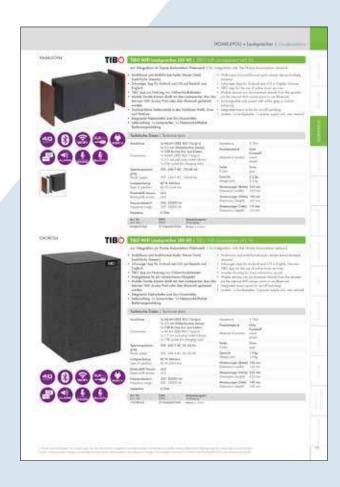
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How do catalogs and price lists become a tool that your customers and potential customers like to use again and again to search for products and order them from you?

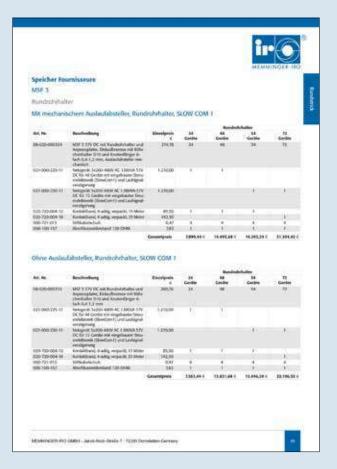
And how can you create catalogs / price lists much easier and even implement the trend of excerpt catalogs for different customer groups with little additional effort?



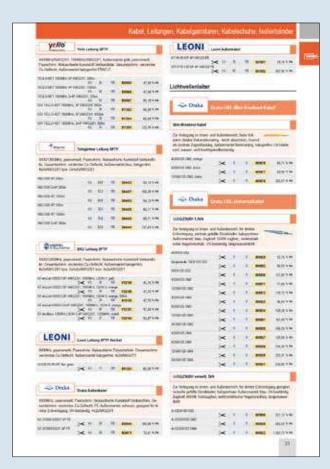


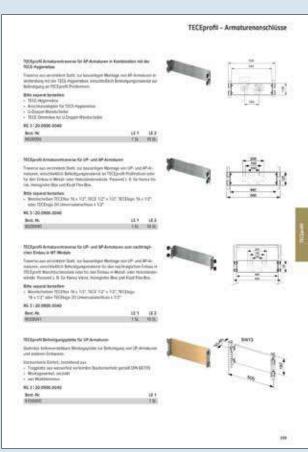


#### Catalog Guide











### An Index Makes it Easier to Find new Products

Quickly finding products in technical catalogs and price lists is absolutely essential, meaning you should include an index as well as a table of contents. These should not only contain all product names within the catalog but should also list relevant synonyms for product names commonly used by customers.

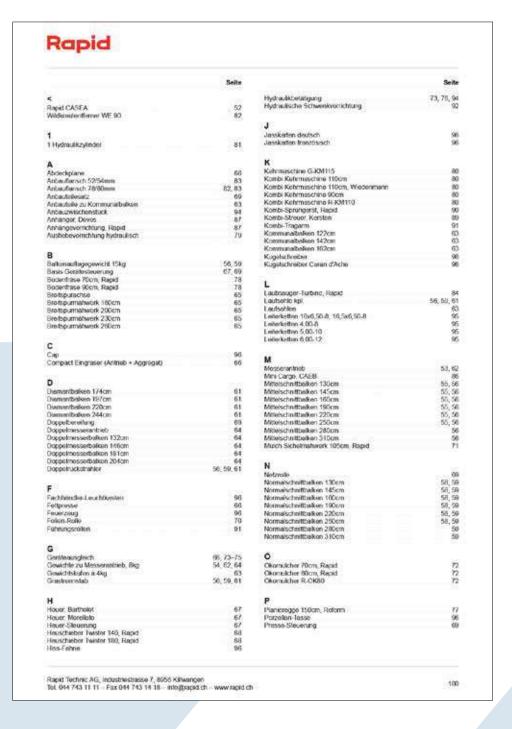
For example, what some call a "hex key" can be referred to by many other names, such as an "allen wrench", or "allen key", meaning that if you only reference one of these names those who refer to the same tool by

To avoid the hassle of manually inputting each page, catalog software such as ANTEROS can be used.

A phasbetical index

| Fig. |

one of its other names will not be able to find and purchase what they were looking for. Naturally, each indexed term must reference the appropriate page numbers, though setting this reference can be especially tedious when manually creating catalogs and price lists via InDesign. To avoid this effort many choose to rather not offer a directory, forfeiting a search element used and appreciated by many customers.



### Provide Clear Content Structure for a Better Overview

The more products you have, the more important having a clear content structure in chapters and subchapters becomes. The structure should be tailored to your customers, making finding products quicker and easier. Pages can be structured by product groups (e.g. in the fittings catalogs in chapters such as shut-off fittings and globe ball valves) or by application areas (e.g. fittings for waste water and fittings for seawater).

This structure often differs from the merchandise categories in merchandise management – often being more deeply structured and aligned with the customer. However, it can be smart to structure your catalog, price list and web shop or product tree within the web page in the same manner, since many customers will switch between media, e.g. first searching for a product in

Contents

| Section of the content o

the catalog, then ordering it from the web shop. Structuring online and printed media the same helps customers find their way around quicker, showing great usability and leading to positive results for customers.

To ensure the catalog's and price list's structure are easy to understand, a table of contents should be prominently positioned at the beginning. A chapter subdirectory is recommended for more elaborate documents.

Additionally, registers on the outer edge of the pages make it easier to find chapters. Multi-colored documents can benefit from a different color for each chapter, making the chapter easily found by it's position and color. You can see the structure even better if you have the registers punched out as a grip bar - but this can be costly.





### 3 An Index for Article Numbers Makes it Easier to Find Familiar Products

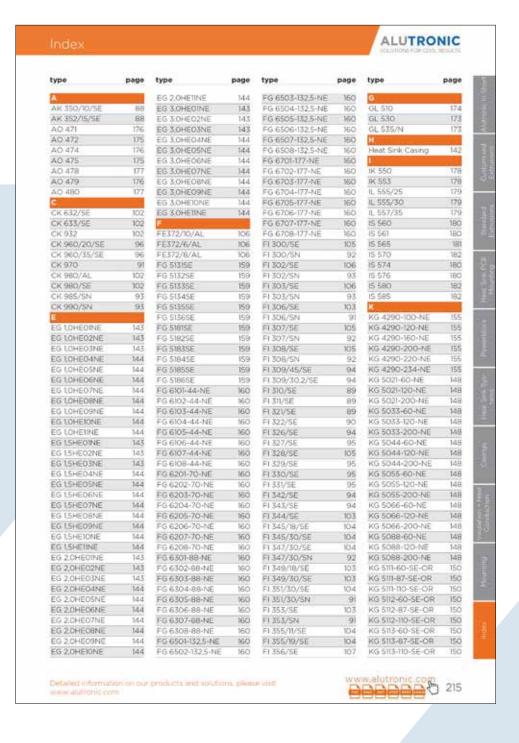
An article index/ directory can be used to ensure that your customers can quickly find replacements for parts that are defective or just need to be exchanged. Here, a customer can just look up the article number of a product that they already know and find the corresponding page number of the exact part they are looking for.

These article directories can be difficult to keep up to date when catalogs and price lists are made manually, leading to many updates towards the end of the correction phase.

As a result, many decide to forgo the directory, making it more difficult for existing customers to find and reorder products.

ANTEROS can be utilized to implement fully automated directories.







#### **Provide Detailed** Product Information

When it comes to technical products in particular, a number of technical criteria often have to be fulfilled before a purchase can be made, e.g. that the dimensions fit exactly, that the temperature range is suitable for the application, etc.

Therefore, provide your customers with sufficient information about your products, such as sizes, materials, dimensions, standards, etc.









## 5 Pay Attention to Product Pictures

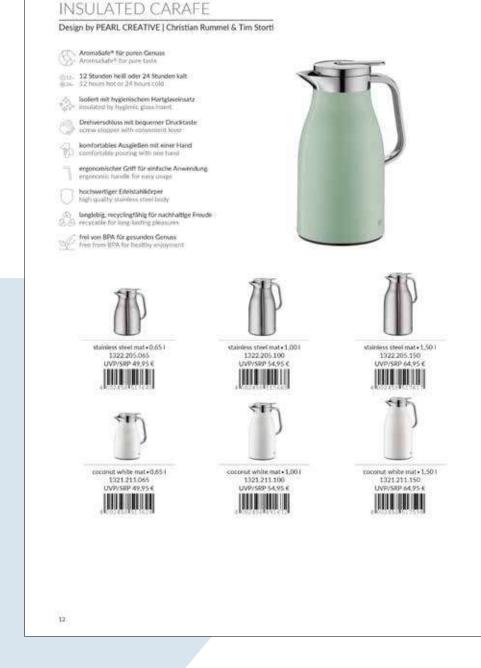
Since you can't physically pick up and look at a product in a catalog or price list - unlike in a store - good pictures are particularly valuable.

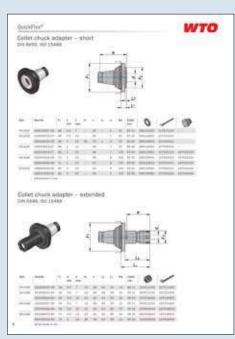
If the product images are also displayed on the web pages or in the web shop, then you should make sure that the images for both the website and printed media are always up to date and that new product images are not used, for example, in a new edition of the catalog, while the old images are still appearing online.

Image or media databases, such as ANTEROS.mam, only require images to be uploaded in good quality once, and images in other formats are automatical-

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ly generated, e.g. guaranteed in print quality with CMYK color space and web large, medium and small.





### Catalog Guide

# Boost Sales with Cross-Selling

In the specialized trade business, products are grouped in the same way as they will later be used in practice. Thus the customer finds suitable additional products or supplements without having to wander through the entire shop, and even accesses additional products that he did not initially plan to purchase when entering the shop.

This so-called cross-selling should also be used for catalogs and price lists. For example, you can specify suitable standard or special accessories or expendable items.

In some cases, your existing customers, who rarely place orders, are not even aware of your complete assortment. This can be done in a space-saving way, so that the printing costs either

do not increase at all or only insignificantly, e.g. by adding a column for accessories - possibly with a reference to the relevant product page.

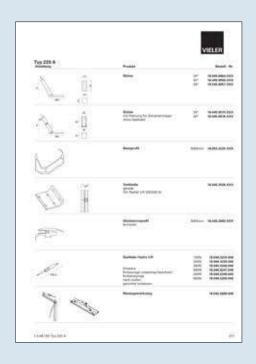






### 7 Use Easily Comprehensible Article Numbers to Allow for Straightforward Orders

Once a customer has found the product they are looking for in the catalog or price list, they should be able to quickly and easily find the corresponding item number. This reduces the number of inquiries on your side and saves you time. It also increases customer satisfaction and can reduce incorrect orders and complaints.









# Save Printing Costs Thanks to Cross Tables or Data Compression

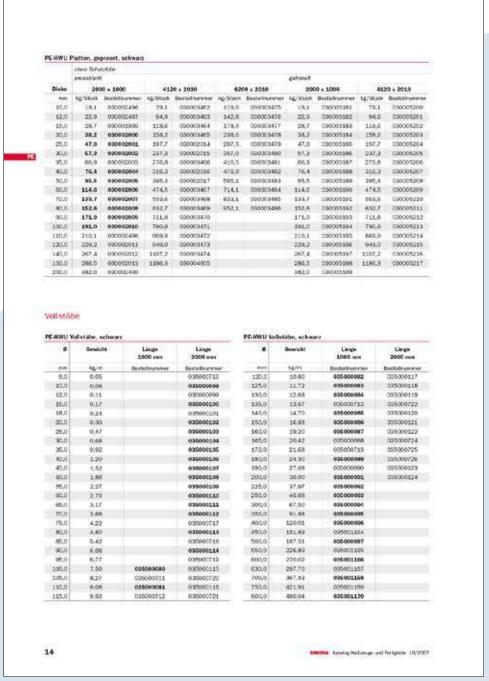
Printing your catalogs and pricelists can have more data mean higher printing costs. For this reason, you should carefully consider how to place all the information important to your customers in such a way that it remains concise and clear while taking up little space.

For example, it can make sense to display the data in a space-saving crosstab when you have many product variants and few parameters. In this case, the values of a parameter are placed at the top and the table shows multiple products per line.

In the automotive industry, it makes sense to summarize Tec-Doc data in print in order to display products for multiple vehicles or models only once, despite them being included in the data multiple times.

Crosstabs
and data aggregations are set by
the ANTEROS print
engine 100% automatically.







### Efficiently Maintain Product Data and Automatically Generate Printouts

If you don't just have a small catalog with few pages, but rather one or multiple catalogs with many pages, possibly in multiple languages, catalog software can help reduce the effort of creating and maintaining data while increasing data quality at the same time.

Technologically advanced software such as ANTEROS can generate complex technical catalogs including tables of contents, article and keyword directories, as well as product tables and cross tables 100% automatically at the push of a button. Additionally, this catalog software can be linked with a PIM system in which product data needed for print and online exports, translations etc. can be maintained centrally.





### 10 Excerpt Catalogs for Individualised Customer Approaches

Companies that can automatically generate catalogs have recently started a new trend of generating excerpt catalogs for specific target audiences.

A business e.g. Schaeffler can use ANTEROS.print to generate a catalog for exclusively new products in a pleasant catalog layout each month with a simple click of a button and distribute it via email. While TMD Friction can easily generate a catalog for each of their target groups.

Many companies such as Simona, Tietjen and VAG have integrated this function in their webppage and offer website visitors the ability to generate their own excerpt catalog with the exact information they want fully up to date.



