



# Product catalog in additional foreign languages ... it's easy!



Fischer Elektronik is a manufacturer and distributor of electronic components. Since 2003 the company has created the printed, web and CD-ROM versions of their catalog with ANTEROS.

**2 new languages in just one week**  
Fischer started by automating the creation of the German version of their catalog. In just one week, Fischer staff could export the English and French versions of the catalog. Adding these versions was so easy, because the multilingual data handling is so efficient due to design features such as inheritance, product lines and text elements. In the meantime, Fischer Elektronik has also published their catalog in Czech language to improve their competitiveness also in this market.

**Web catalog with guided search**  
On web and on CD, a desired article can easily be found, even though Fischer Elektronik offers a wide range of products in a number of variants. The search is guided by ANTEROS, 0 hits never occur. A shopping basket lets the user order the desired articles from within the application.

**Printed version on-demand**  
ANTEROS generates the print catalog as a PDF file based on the stored product data and print rules. Generating the ready-to-print PDF takes only little time, e.g. the cardholder section of the catalog comprising about 100 pages is ready for printing after just about 3 minutes – a quantum leap compared to the previous process involving an agency.



„With ANTEROS you can achieve a stunning degree of automation. For the print catalogs, agency costs are cut by 100%. The print preview shows us immediately the result of changes made to the product data and the layout. Once the catalog is finished, we can export it in print quality. However, the high degree of automation doesn't force us to represent different types of articles in an uniform fashion. ANTEROS' flexible print rules present different types of products in an idiosyncratic fashion that perfectly suits the product data and images. So ANTEROS could generate our complex catalogs at a quality level we didn't find at other software vendors. In addition, we can equip our web/CD-ROM catalogs with a very sophisticated search functionality.“

Thomas Fischer,  
Managing Director of Fischer Elektronik

