

Print on demand for TecDoc catalogs, customers configure catalog online



TMD Friction group is a worldwide leading producer of brake linings for the initial equipment of automotive and brake industry. Disc and drum brake pads for passenger and utility cars as well as brake linings for racing and friction materials for industry and rail traffic count among product portfolio. Object of the project was to offer the customers of TMD Friction a current and entire catalog of automotive brakes for online queries as a data extract for further processing or as a PDF extract via www.brakebook.com.

Data compacting important

It was a fundamental challenge to reasonably prepare the product and application data - that is to say the relation between the product and the suitable cars - for the different utilisations. The uncompressed data of the online catalog would result in more than 10.000 catalog pages per catalog. As catalogs with a particular spine thickness can't be binded without any problems the number of pages should not rise above the so far manually set catalogs. The compacting in terms of the vehicles

played a key role in this case.

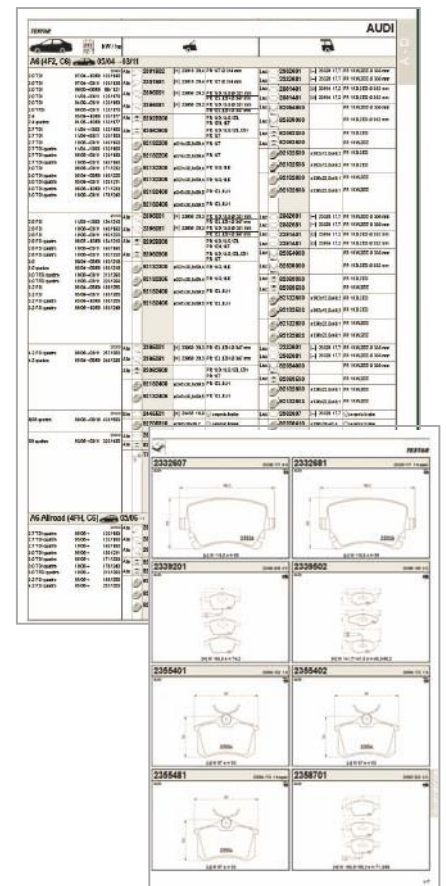
Automation after 4 months

The project of catalog automation with INCONY in order to generate six catalogs and three different labels only took four months from concept phase to print. After the conceptual phase INCONY imported TecDoc raw data to the catalog software ANTEROS. In this stage a partly formatted data output as quality check was already possible. Subsequently TMD Friction-specific rules for both compacting and printing layout were defined - with variations from label to label as well as of the target market. Space saving and improving reading speed, symbols and text abbreviations instead of written out TecDoc characteristics should be represented as before what's implemented by ANTEROS during print generation via rules.



„With ANTEROS we generate print catalogs with conspicuously lower effort and shorter handling times than before and simultaneously have a good web shop. INCONY convinced us with its flexible software, very high motivation, expertise and good service.“

Daniel Tielmann,
Project Leader TMD





Catalogs with little effort

Following editions of the catalog are simply restricted to updating data. Those are exported weekly from TecDoc-DMM respectively PMD and imported to the catalog system by TMD Friction automatically. Hence, a current catalog is producible at any time. In addition to passing on to customers frequent catalog abridgements serve as internal data quality check.

Traders' catalogs easy

With low effort TMD Friction can divert an individual catalog for separate traders, e.g. with differing item numbers and layouts. For this reason a variation of the printing rules was compiled. So now the placement of the trader's logo, specific colours, a modified raster or displaying specific item numbers is possible.

Utility vehicle catalogs automated

After automating the passenger car catalogs with ANTEROS TMD Friction carried on with the utility vehicle catalogs. Together with chapters for producers of utility vehicles, buses and axes a chapter concerning brake systems was generated. To that end the relevant products were clustered per TecDoc-plustypes. Furthermore the specialties of the different repairing steps of drum brake pads were accommodated. These products are displayed with dimensions, parts lists and proportional drawings.

Catalog abridgements on-demand

TMD Friction also provides selected customers with the system generating the general catalog via web surface. With limited functions catalog abridgements are compilable with only few clicks.

Fast catalog configuration

The time payed for catalog generation including compacting is extremely short as measured by data complexity and much lower than with template-based printing systems: it takes under 2 hours for the Textar-catalog with 2.000 pages and few minutes for catalog abridgements.

One installing for all countries

TMD Friction used ANTEROS.web since it permits more flexible queries than common online catalog systems that are geared to item number and vehicle searches known by TecDoc. In particular in the area of utility vehicles and in cases with fragmentary car information the expert search may help: it allows for the free combination of product characteristics (e.g. number of rivet holes), vehicle (e.g. producer, model range, fuel type), brake system (e.g. producer, type) or assembly group (e.g. drum diameter).

