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**FOR IMMEDIATE RELEASE**

**Albion Industries Leverages 3D Part Catalog Technology to Yield More Leads Faster**

*Leading Caster Manufacturer Increases Sales by Putting CAD at the Forefront of Product Selection and Design*

**Milford, OH – June 14, 2011** – [PARTsolutions](#), LLC, a global provider of 3D part catalogs for manufacturers and enterprises, and wheel and caster manufacturer [Albion Industries Inc.](#), today announce they have furthered their long-standing partnership. Albion Industries has embedded the PARTsolutions 3D sales configurator solution directly into its newly designed website, enabling customers to search for parts in 2D, 3D and CAD with greater ease and efficiency, while allowing Albion to capitalize on increased leads. [Click here](#) to see the website in action.

Albion first implemented [PARTcatalog](#)™ from PARTsolutions in 2004 in order to web-enable its line of industrial and institutional wheels and casters. As of April 1, 2011, the company launched a fully redesigned website that empowers Albion's customers – including automotive, aerospace and industrial companies – to search, access, download and configure orderable products anytime. During the month of April, these enhanced capabilities resulted in a 110 percent increase in downloads.

"We recognized the need for our customers to more quickly and easily find, configure and download our products," said Eric Nicholson, Marketing and National Accounts Manager, Albion Industries. "Enabling this functionality not only improves the design experience for our customers, it also frees up significant resources internally at Albion, all while increasing the likelihood that customers will select and specify our casters and wheels into their prototype designs."

Previously, Albion's customers had to know exactly which part they needed when on the Albion website. Once they identified the right product, they would then have to go to the PARTsolutions website to download the part. Today, they don't have to know exactly what they need. Rather, they can use specific criteria – such as height and material – to search in 2D, 3D and CAD directly on the Albion website. The sales team receives real-time notification of downloads and print requests, enabling them to provide timely follow up and ultimately, to increase sales.

"Albion Industries has become one of the most recognized names in the material handling industry because the company does much more than just sell wheels and casters," said Rob Zesch, president of PARTsolutions. "The company is known for delivering custom-engineered, reliable solutions for the most

challenging material handling problems. Combining its leading manufacturing techniques with 3D part catalog technology is another example of the company's commitment to innovation and customer service."

Currently, Albion has web-enabled 6,700 caster and wheel products and that will continue to grow substantially in the coming months.

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### **About PARTsolutions LLC**

PARTsolutions® LLC is a leading provider of PLM solutions for next generation 3D part catalog management and hosting, delivering solutions since 1992. For large manufacturers, the PARTsolutions product suite provides centralized 3D standard part catalogs making it easy for global design teams to find, reuse, and control standard and proprietary 3D parts. Click [here](#) to download the 3D Part Catalog Management white paper from CIMdata, titled "A PLM Strategy to Reduce Direct Material Costs." For component manufacturers, the PARTsolutions product suite provides web hosting of 3D part catalogs to increase lead generation, and to ensure that components get "designed in" to OEM products. The PARTsolutions CAD-Native advantage provides support of over 85 native and neutral CAD and graphics formats to meet the needs of the multi-CAD supply chain. The PARTsolutions product suite maximizes support of reuse and standardization initiatives to deliver measurable business growth through maximizing standard part reuse to get products to market faster with reduced cost. For more information on PARTsolutions, visit: [www.partsolutions.com](http://www.partsolutions.com).