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**Colder Products Company Integrates 3D Part Catalog into its Core Business Processes**

*3D CAD Digital Catalog Generates Thousands of Leads while Reducing Resources*

**Milford, OH – Sept. 13, 2011** – [PARTsolutions, LLC](#), a global provider of [3D part catalogs](#) for manufacturers and enterprises, and [Colder Products Company](#) have furthered their six-year partnership. In order to further enhance customer service and increase sales, Colder has embedded its 3D part catalog directly into its new e-commerce enabled website, making CAD a more integral part of its customers' product selection and design processes. Now its customers can download a model, try it in their design and buy the product directly from Colder's website. This not only generates more leads for Colder, it saves customers time and reduces the company's resource investment to deliver these models - more than 140 man hours per week. [Click here](#) to see the website in action.

Colder first implemented PARTcatalog™ from PARTsolutions in 2005, in order to web enable its product line of quick disconnect couplings, fittings and connectors. CAD downloads now generate the company's best leads in terms of both quantity and quality and its digital catalog has more than doubled since its inception. What's more, since integrating CAD data directly into its website, Colder has realized a 40 percent increase in CAD transactions during the first half of 2011, compared to the first half of 2010.

The models can be downloaded for free and after customers have had the opportunity to test the part in their design, they can easily purchase it via Colder's eCommerce. Eliminating the time-intensive process of creating, migrating and translating 3D catalog content has saved the company substantial resources, while simplifying the specifying and design process for its customers in the life sciences, industrial and chemical handling markets.

For example, a Colder distributor customer recently shared that he has been doing a substantial number of downloads, both with Colder and several of his other suppliers. He said, "Of all my suppliers, Colder's website is the easiest to navigate and the CAD functionality is the most intuitive and robust. In particular, I

like the variety of file formats, which can be easily emailed to internal colleagues, as well as customers. In short, Colder's CAD drawing functionality is hands down, the best.”

“We’ve learned over the course of our partnership with PARTsolutions that our engineers are much more likely to purchase the products they can actually try out in their CAD designs,” said Andy Hass, vice president of marketing, Colder Products Company. “The ability to download digital products directly from our website has been the heart of a larger lean initiative that allows our website to be a self-service offering that delivers what our customers want, exactly when they need it. The easier Colder is to do business with, the more our customers will want to do business with us, and the more our distributors will think of us first.”

“As an early adopter of 3D part catalog technology, Colder has been ahead of the curve for several years,” said Rob Zesch, president of PARTsolutions. “Integrating our technology further into their business processes shows that they are still ahead of the curve by making it even easier for their customers to specify their products.”

For more information, visit: [www.partsolutions.com](http://www.partsolutions.com).

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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.