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Hub City Inc. Increases Sales and Streamlines Design Processes with Digital Part Catalog from PARTsolutions

PARTsolutions Selected for Technical Aptitude and Ability to Provide Native CAD

Milford, OH – Sept. 27, 2011 – [PARTsolutions, LLC](#), a global provider of [3D parts catalogs](#) for manufacturers and enterprises, today announces the release of the Hub City Inc. online product catalog containing more than 10,000 products. Hub City, a leading manufacturer of gear drives, gearmotors and related power transmission components, has web-enabled its product line in a searchable 3D digital catalog to enhance the design experience and increase sales. [Click here to see the website in action.](#)

Known for its exceptional engineering capabilities, Hub City offers one of the most extensive standard product lines in the industry to customers in a variety of industries, including packaging, recreation, transportation, military, construction, arts and entertainment, communication, material handling, medical and food processing equipment. The company's broad product line made it necessary to deliver a digital catalog to streamline the design process by enabling customers to search, access, download and configure parts online. After evaluating several technology providers, Hub City selected PARTsolutions as its technology partner due largely to its ability to provide native CAD file format support.

Hub City's online solution now includes a Power Transmission Products Configurator and Product Search. The comprehensive online product search capability enables customers to find products based on specifications, features and sizes. Even specific part numbers, UPC numbers or SKU numbers can be found easily. Users can start with what they know and narrow the search by selecting parameters. The tool easily guides a design engineer to the specific preferred component for his or her application and then provides ratings tables, dimension sheets and CAD files in the native format they need.

In addition, PARTsolutions employed advanced Search Engine Optimization (SEO) techniques so that popular search engines can now guide users directly to Hub City products by simply by entering a part number. You can see the functionality in action here: <http://imgtfy.com/?q=+0220-14725>. Behind the scenes, the PARTsolutions Administrative Tools allow Hub City to maintain and edit the underlying

product database in real time and keep their power transmission products configurator, search tool, and web site constantly up to date with their product changes and improvements.

“Enabling our customers to search, access and download 3D CAD-native parts directly into their designs not only improves their design process and customer experience, it will greatly enhance our sales leads,” said Alton Vilhauer, Marketing Manager, Hub City Inc. “PARTsolutions’ technical capabilities and expertise made them the obvious choice for our digital catalog technology partner.”

By eliminating the time-intensive process of creating, migrating and translating catalog content, Hub City will save substantial time and costs. The solution increases lead generation by enabling the company to track who is accessing designs and proactively deliver sales and support information to its customers. In addition, hosting a configurable product catalog on-line makes it easier for Hub City’s customers and prospects to “Design In” its products to their designs, while business intelligence tools generate valuable sales leads and marketing.

“As a company that is continually on the leading edge of technology, Hub City takes pride in understanding its customers' needs and in providing cost effective solutions,” said Rob Zesch, president, PARTsolutions. “Offering a digital catalog is another example of their innovation and customer commitment.”

The Hub City online product catalog is live now and will continually be updated with standard products. It can be accessed and leveraged as a resource for anyone at:

<http://www.hubcityinc.com/3dModels/3DModelConfigurators.html>

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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 150 native and neutral CAD and graphics formats, versions and revisions to meet the needs of your multi-CAD environment or supply chain. The PARTsolutions product suite maximizes support of your reuse and standardization initiatives to deliver

measurable business growth through maximizing standard part reuse to get products to market faster with reduced cost. Information about PARTsolutions can be found at www.partsolutions.com.