



# Catapult will fundamentally change the way your company manages product data and publishes catalogs or sell sheets.

By leveraging a powerful web-based management tool and Adobe InDesign plug-in, Catapult reduces the amount of time needed to go to print and enables you to easily produce specialty catalogs. It's time you focused on your core business – not catalog creation.

## Grow sales with specialty catalogs

Catapult helps you sell to your customers in ways you never thought possible with your current processes. Combining enhanced product merchandising capabilities with automating the production process, we make it simple to create large numbers of highly customized specialty catalogs. Before Catapult, this would be a time and resource-intensive process which would negate any value the increased customization provides. Now you can increase sales conversion rates by providing your customers with catalogs that only contain products relevant to them.

## Reduce production time and expenses

Catalog production costs are often seen as a necessary evil – a cost of doing business. With Catapult, you will see an immediate reduction in the expenses involved with catalog production. By automating data-entry, you will save all of the time that had previously been devoted to inputting, proofing and fixing product data.

## Improve communication and productivity

Do you ever wonder how much productivity you might gain if your team had an easier time communicating and sharing product data? Designers would be able to focus on their catalog designs, not data-entry and merchandisers would be able to focus on marketing your products, not worrying whether your catalog has pricing errors. By providing your team with the right tools to facilitate the exchange of product data, you'll not only make their job easier, you'll see the results on your bottom line.

