

Product Catalog Development

Challenge

Omron, a global leader in sensing and control technology, needed several catalogs merged into one. Existing documents were in a variety of software packages, including FrameMaker, Interleaf, QuarkXPress, and Acrobat.

Individual sections needed updating, everything needed a new format, and a master part number index was needed. Coordination with Omron's printing and graphics vendors was essential. Omron turned to InfoPros to make the changes, update the format, and manage the project.

Solution

InfoPros created a FrameMaker template that maximized the space available on the page, yet was visually appealing and easy-to-read. By incorporating spot color into the catalog, the new pages provided visual impact without greatly increasing printing costs. The new FrameMaker template included automation features that reduced work effort and error rates, thus lowering costs. InfoPros implemented a tracking system to manage the thousands of files that were involved in the project, which facilitated a coordinated team effort on the project, thus meeting client deadlines.

InfoPros converted files from the various formats into FrameMaker, ensuring that the data transferred completely. InfoPros developed a method to merge part numbers from a variety of sources to create a master part number index.

In addition, InfoPros worked with Omron's printer to ensure that the documents met the printer's specifications and that the printed documents fulfilled the Omron's needs.

Result

Producing a comprehensive product catalog that was visually appealing, accurate, and well-organized allowed Omron to make product selection easier for its customers.

InfoPros works with its clients to deliver a solution for their unique business needs. For Omron, the solution required InfoPros to convert various source materials into a single format, manage both teams, and ensure the catalog was in an easy-to-read format for Omron's customers.

"We have been working with InfoPros for several years now on a variety of projects and consider their staff an extension of our...department. This year they took over the management and production of our yearly product catalog...We are pleased with the professional results and equally happy with the time saved by moving the management function of such a complex project to InfoPros..."

*-Jenny Sherman,
Marketing Communications*

Whether your project requires the conversion of multiple documents, or a complete outsourcing solution, InfoPros will work with you to develop a plan to meet your goals and objectives.

www.InfoPros.com

Corporate Headquarters:
12325 Oracle Blvd, Ste 100
Colorado Springs, CO 80921
800.493.7370

Locations:
California
Colorado
North Carolina
Texas
Wisconsin