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Raybestos Launches New eCatalog

MCHEMRY, III., April 17, 2017 – Raybestos has introduced a completely new eCatalog, built using state-of-the-art technology for optimal performance. Whether working from a desktop, smartphone or tablet, customers will be able to accurately and efficiently find the part and application data they need.

"We listened to feedback from our customers to understand their needs and then leveraged the best technology available to deliver and meet those needs," said Paul Gurns, master data management and product support manager for Brake Parts Inc. "Designing this new eCatalog was truly a team effort. Traci Owen and Krister Kittelson devoted the last year to build a comprehensive eCatalog that saves time and brings value. I think it will be very well received by our customers."

"We designed the data interfaces in-house to be fundamentally ACES and PIES compliant, but seamlessly extensible at both the database and delivery levels. It's a novel approach that we haven't seen anywhere else in the market," said Kittelson.

Key features of the new Raybestos eCatalog include: competitor interchanges, enhanced sorting and filtering, buyers guides and search history.

Located on the brand website at www.raybestos.com, the Raybestos eCatalog also contains product specifications, attributes and images, as well as product comparisons with the ability to see up to four at a time. Future updates include 360-degree images, access to technical service bulletins, training materials and more.

About Raybestos Brakes

Raybestos® has been known as the best in brakes for over 100 years. With a demonstrated commitment to research, development and testing, Raybestos is widely recognized for quality brake components, including friction, rotors, drums, calipers and hydraulic products. The brand was the first to introduce Enhanced Hybrid Technology (EHT™) with its Element3™ brake pads, delivering the best attributes of ceramic and semi-metallic for optimal performance, improved pad wear and durability, and increased stopping power during aggressive braking. To learn more, visit www.raybestos.com.

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