



Full-Time Staff Dedicated to “Do-It-For-Me” Parts and Accessory Cataloging

July 1, 2007, Wake Forest, NC – Illumaware has added five new staff associates to its operations. “Having expanded our service offering to those companies who would prefer to outsource their cataloging needs, it was important that we have a significant number of dedicated professionals to back it up.” says Adrian Klingel, Illumaware Corporation President. “A complete cataloging team, along with our ACESAdvantage automated mapping service, will allow us to get more new data to market faster and more accurately than our competitors,” Klingel says.

Illumaware offers the “Do-It-For-Me” automotive catalog outsource service at prices comparable to its Evokat offering. “We recognize that different approaches are appropriate for different aftermarket companies with respect to bringing the cataloging effort in-house or outsourcing it. Our goal is to say, “Yes” to our customers and to meet their needs at the most affordable price in the industry.” says Klingel. Illumaware provides access to the data to customers at no charge, and in any format. “Do-It-For-Me” customers can also log in to the Evokat Report Site and download their data at any time. Customers wishing to switch to Evokat from Do-It-For-Me are free to do so, and vice versa. Klingel adds, “We want manufacturers and resellers to know that they have options. We recognize that tomorrow’s needs may not be met by today’s choice. Illumaware will remain flexible to meet the changing needs of individual customers and the aftermarket as a whole.”

Like Evokat customers, Do-It-For-Me customers can also take advantage of another valuable service: Illumaware’s MyCarParts. MyCarParts allows users to add a complete state-of-the-art dynamic product catalog to their website, with their own corporate look-and-feel. The lookup is driven directly off of the customer’s data at Illumaware. As a result, the vehicle application data is current to the minute, shrinking time-to-market and providing a key advantage for aftermarket manufacturers and resellers who seek to gain an edge over their competition.