

# HIGH-VOLUME PRODUCT IMAGING SOLUTION ACCELERATES TIME TO MARKET

Visual SKUs imaging solution helps Dorman Products distribute 22,000 auto part images to customers – ahead of schedule!



Dorman Products is one of the leading names in the automotive aftermarket. When Dorman needed to create multiple high-quality images for thousands of brake hydraulics and hardware parts, it turned to the unique Visual SKUs Do-it-Yourself Imaging Solution.

Visual SKUs' on-site photography studios and web-based Image Management System empowered Dorman to deploy a high-volume imaging solution at its Louisiana, MO facility – maintaining control over the project and utilizing existing imaging resources.

Dorman was able to produce over 22,000 high-quality images in less than six months – meeting internal and customer deadlines. The company was able to quickly and economically give customers the high-quality images they need to sell more Dorman brake parts.

## AT A GLANCE

### CUSTOMER PROFILE



<b>Name:</b>	Dorman Products
<b>Industry:</b>	Auto parts manufacturing
<b>Project Location:</b>	Louisiana, Missouri, USA
<b>Project Size:</b>	22,300 images from 40 part categories
<b>URL:</b>	<a href="http://www.dormanproducts.com">www.dormanproducts.com</a>

### THE CHALLENGE

- The existing images for Dorman's brake hydraulics and brake hardware lines did not meet the quality standards demanded by the company's customers
- Dorman did not have the equipment or the software needed to acquire these images within the short timeframe established by the company's customers
- Outsourcing the project was considered but Dorman was concerned that this might make it difficult to effectively manage image quality and project productivity

### THE SOLUTION

- Dorman adopted Visual SKUs' Do-it Yourself Imaging Solution, to leverage project and image management software, maximize productivity and control image quality
- The Image Management System empowered Dorman's imaging team to closely manage the project and gave them access to the images for processing, editing and quality control

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### The importance of part images

Dorman Products, headquartered in Colmar, Pennsylvania, is a leading supplier of original equipment dealer “exclusive” automotive replacement parts, and fasteners and service line products primarily for the automotive aftermarket. In recent years, Dorman has invested significantly in building its library of high-quality part images.

This library has become a vital resource for Dorman. As Chris Nierintz, Dorman’s Director of Product Data Services put it: “High-quality images are a significant digital asset for our business. Simply put, we believe that images help us sell more parts.”

Mr. Nierintz was recently responsible for initiating a major imaging project at Dorman’s Louisiana, Missouri facility. This project used Visual SKUs’ Do-it-Yourself Imaging Solution to capture 22,300 images of Dorman’s brake hydraulics and hardware lines.

### Customers need high-quality images

Dorman’s customers (auto part retailers) were demanding digital images of the company’s brake hydraulics and hardware products. In some cases, the retailers said that, without high-quality images, they would not be in a position to sell Dorman’s products.

Dorman had an existing library of brake part images, however, the images were black and white and only a single view existed for each part. Dorman’s customers demanded that color images, with multiple views of each part, be delivered within a tight timeframe.

Having successfully completed projects with Visual SKUs’ Full-service Imaging Solution, Dorman had access to photographers and imaging technicians. Although, the

### THE BENEFITS

- Productivity consistently exceeded the daily, weekly, and monthly goals Dorman established at the outset of the project
- The project produced 22,300 high-quality images of Dorman’s brake hydraulics and hardware lines, in less than six months
- Dorman distributed high-quality images of its brake lines within the tight deadlines established by its customers
- Dorman expects that the images will have a positive effect on sales, creating an excellent return on investment

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**Chris Nierintz,**  
Director of Product Data Services,  
Dorman Products



company did not have the software, equipment and expertise needed to acquire the images required within the deadline.

Mr. Nierintz felt outsourcing the project would prove prohibitively expensive compared to executing the project in-house. Outsourcing would also mean relinquishing control over project management, productivity and image quality.

### Completing a complex imaging project in six months

Mr. Nierintz's primary concern was not to find the cheapest solution. Instead, he sought to identify a solution that would allow him to fully control the project, in order to deliver the required quantity and quality of images as quickly as possible.

His first move was to contact Claudio Di Sano, President of Solenium Group – the creator of Visual SKUs. As Mr. Di Sano explained: "When Chris described his requirements to me I knew our on-site imaging studios and project management software would address his needs."

The Visual SKUs' DIY Solution would allow Dorman to complete the project on-site at its Louisiana, MO location, using internal staff. To deploy the solution, Dorman's existing resources were combined with Visual SKUs' photography studios, software and expertise.

Mr. Nierintz believes the Image Management System was a critical component empowering Dorman to complete the project in-house: "We knew that to successfully coordinate all the details of a high-volume imaging project, we needed tried and tested project and image management software. Solenium's Image Management System fit the bill perfectly."

**"The Visual SKUs software, equipment, expertise and processes proved to be perfect for our needs. I believe this is the best solution on the market for high-volume imaging."**

**Chris Nierintz,**  
Director of Product Data Services,  
Dorman Products



## Efficient image production speeds time to market, will boost sales

Adopting Visual SKUs DIY Solution proved a wise decision, with results exceeding expectations. "The Visual SKUs software, equipment and processes proved to be a perfect fit for our needs," Mr. Nierintz commented. "I believe this is the best solution on the market for high-volume imaging."

Mr. Nierintz was also very impressed by the level and quality of customer support provided with the solution: "The Visual SKUs staff were very responsive and helpful. Whenever support was requested, it was delivered very professionally, in a timely manner."

The project was judged to be a tremendous success with productivity consistently exceeding Dorman's goals. "Visual SKUs DIY solution surpassed our expectations," Mr. Nierintz commented. "It allowed us to supply our customers with over 22,000 high-quality images, in less than six months – and that is truly impressive."

The company expects that having a full library of high-quality colour images for its brake hydraulics and hardware lines will have a positive effect on sales and generate an excellent return on investment. The new images clearly put the company's customers in a much better position to sell Dorman's products.



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**Chris Nierintz,**  
Director of Product Data Services,  
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**WANT TO KNOW MORE?**

**CONTACT US**

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