



First Brands Group Expands Competitive Advantage with Amplify, Visual SKUs' Digital Asset Management Solution

Visual SKUs DAM Solution Provides First Brands a 300% ROI By Reducing Resource Costs, Serving Accurate Product Images into Sales Channels Faster, and Increasing Sales

Taylor, Michigan: Visual SKUs Inc. today announced that First Brands Group has increased its competitive advantage, lowered human resource costs, and can deliver product images into sales channels faster, with greater accuracy, using Amplify, Visual SKUs' (DAM) solution. This has resulted in First Brands realizing more than a 300% return on their investment in Amplify.

First Brands has deeply rooted Visual SKUs' DAM solution into their marketing, content production, and image distribution process.

David Logan, formerly the Content Director for First Brands Group, commented "We now have centralized digital assets, happy and productive users, and satisfied customers who get accurate digital assets delivered to them in the exact format and method they require. First Brands does all of this with a small, effective team."

By centralizing digital assets across all business units, and the automated product image delivery provided by Visual SKUs DAM, First Brands can manage their entire digital asset library and provide accurate data to their customers and marketplaces with up to 5 fewer resources. This represents a cost savings of over \$300k annually.

Logan added, "Over the years Visual SKUs' DAM has become a mission-critical application for us. It allows us to merge digital assets of newly acquired businesses quickly, to efficiently manage all our digital assets across brands, departments, and global users, and to distribute product images accurately at least twice as fast compared to traditional processes, resulting in higher sales."

This provides First Brands with a significant competitive advantage including:

- The process of introducing new parts with accurate data and images allows First Brands to move faster than its competition, realizing sales and establishing market position quicker.
- First Brands customers (i.e., retailers) are happy when they receive high-quality product images and accurate data on new parts quickly.
- The formatting and renaming automation functionality in Visual SKUs DAM allow First Brands to send product images to their customers according to their exact requirements.

About First Brands Group: First Brands Group™ is a global automotive parts company that develops, markets and sells premium products through a portfolio of market-leading brands including: Raybestos® complete brake solutions, Centric® Parts replacement brake components, StopTech® performance brakes, FRAM® filtration products, Luber-finer® filtration products, TRICO® wiper blades, ANCO® wiper blades, Pylon® wiper blades, Carter® fuel and water pumps, Autolite® spark plugs, and StrongArm® lift supports. The First Brands Group™ portfolio of world-class brands offers best-in-class technology, industry-leading engineering capabilities and superior customer service.

About Visual SKUs: Visual SKUs provides businesses in the Automotive Aftermarket with digital asset management software solutions and product photography services. Satisfied customers include Bosch, Dana, WorldPac, DRiV, NAPA and many others. Amplify, Visual SKUs' DAM software, empowers companies to fully manage their digital asset strategy for content creation and internal management, with fully automated delivery throughout the traditional and eCommerce supply chain. Visual SKUs product photography services has produced millions of still and 360 product images for some of the largest companies in the world.