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Raybestos Web Catalog Wins Automotive Content Professionals Network Award



MCHEMRY, III. – June 11, 2019 – Brake Parts Inc LLC (BPI) recently received a silver Content Excellence Award for its Raybestos® web catalog from the Automotive Content Professionals Network (ACPN) during its recent conference for catalog and content managers.

“We are truly honored to be recognized by ACPN with this prestigious award for our efforts to provide a superior, comprehensive web catalog to help our customers’ businesses excel,” said Paul Gurns, manager, master data management and product support for Brake Parts Inc. “We adhere to the highest standards and go to the greatest lengths to provide our customers with the best technology possible to meet their ongoing needs.”

Judges evaluated all web catalog entries based on the following criteria: design, navigation, catalog content, technology, interactivity and innovation.

Located at www.raybestos.com, the Raybestos [web catalog](#) contains key features such as competitor interchanges, enhanced sorting and filtering, new number announcements, buyer's guides and search history. It also includes product specifications, attributes and images, and product comparisons with the ability to see up to four at a time.

The Raybestos web catalog was built using state-of-the-art technology for optimal performance. Whether working from a desktop, smartphone or tablet, customers can accurately and efficiently find the part and application data they need.

To learn more about Raybestos, contact a local sales representative, call customer service at (800) 323-0354 or visit www.raybestos.com.

About Brake Parts Inc

Brake Parts Inc (BPI) is committed to leading the global automotive aftermarket as the premier manufacturer and supplier of brake system components, including its respected flagship Raybestos® brand. The company's primary focus is the growth and profitability of its customers through a collaborative platform of quality, innovation, dedication and integrity. A supplier to major auto parts organizations, BPI has a demonstrated commitment to research, development and testing of its entire product offering, including friction, rotors, drums, calipers and hydraulic products, ensuring that they meet or exceed original equipment fit, form and function requirements. For more information, visit www.brakepartsinc.com.

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