



Press Release

For immediate release

SPECTRA WEB CATALOG GRANTED THIRD CONSECUTIVE CONTENT EXCELLENCE AWARD

BOUCHERVILLE, QC – May 26, 2021 – Spectra Premium Industries received the Silver Content Excellence Award for Web Catalog from the Automotive Content Professionals Network (ACPN) during the 2021 ACPN Knowledge Exchange Virtual Conference held from May 17 to May 19.

The ACPN Content Excellence Awards recognize the best examples of print and electronic cataloging in the vehicle aftermarket, based on pre-defined criteria.

“We are grateful for this award that rewards the group effort of our after-sales support teams (data management, web development and marketing) in the service of our clients,” says Martin Brazeau, Vice-President Operations Aftermarket – Spectra Premium.

“Our teams work ceaselessly to improve upon our [online catalog](#), the ease of use of its interface as well as the quality of data and pictures, including the recent addition of [3D imaging](#). Later this year, we’ll present a completely redesigned catalog that will further simplify the experience for the client and make use of the latest advances in Web technology,” adds Caroline Cantara, Corporate Director, Marketing and Customer Service.

The ACPN – or by its previous iteration, the National Catalog Managers Association (NCMA) – has regularly rewarded Spectra Premium for catalog content and mobile application excellence. The company has received the Gold Content Excellence Award for Web Catalog at the two previous editions in 2019 and 2020.

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Spectra Premium Industries (www.spectrapremium.com) is a privately owned company that designs, manufactures and markets technologies supporting sustainable mobility. We deploy our engineering and manufacturing expertise in key processes such as metal transformation, heat transfer and electronics. Our key markets are aftermarket repair parts in North America, and OEM systems for conventional light, heavy and industrial vehicles as well as hybrid and electric vehicles worldwide.

Headquartered in Boucherville, Canada, our company's 750 dedicated employees have been the cornerstone of its innovation and exceptional customer service since 1989. We own and operate several manufacturing plants in North America and Europe as well as our own tooling workshop. Comprised of 16 warehouses, our distribution network service American, Canadian and Mexican aftermarket customers.

We believe in sharing our expertise to accelerate the realization of new ideas and propel transportation into next generations.

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