

Typéfi® Desktop

typefi.com

Case Study: Rhino-Rack

Product guides for roof racks and automotive accessories

<product>
2500 SPORTZ
</product>

**DODGE
EUNOS
FIAT
FORD**

COMPONENT BREAKDOWN LEGS / FITTING KITS	BARS	SPACERS / TRACKS MEASUREMENTS	LOAD RATING	FITTING CHARGE	FOLDER REF	COMMENTS
		FRONT 1027 / REAR 1067	75kg	\$40.00	4.0	Not for use on unsealed roads.
RSB x 1	DA12B x 1		75kg	\$40.00	4.0	Not for use on unsealed roads.
RSB x 1	DS12B x 1		75kg	\$40.00	4.0	Not for use on unsealed roads.
			65kg	\$40.00	3.0	
		FRONT 1104 / REAR 1090	65kg	\$40.00	4.0	Not for use on unsealed roads.
DK043 x 1	DA1500 x 1		75kg	\$40.00	4.0	Not for use on unsealed roads.
			75kg	\$40.00	4.0	Not for use on unsealed roads.
			35kg	\$20.00	4.0	Single Bar. Not for use on unsealed roads.
			75kg	\$40.00	4.0	Not for use on unsealed roads.
			75kg	\$40.00	4.0	Not for use on unsealed roads.
			35kg	\$20.00	4.0	Single Bar. Not for use on unsealed roads.
			75kg	\$40.00	4.0	Not for use on unsealed roads.
			75kg	\$40.00	4.0	Not for use on unsealed roads.
			35kg	\$20.00	4.0	Single Bar. Not for use on unsealed roads.
			75kg	\$40.00	4.0	Not for use on unsealed roads.
			75kg	\$40.00	4.0	Not for use on unsealed roads.
			35kg	\$20.00	4.0	Single Bar. Not for use on unsealed roads.
			80kg	\$110.00	3.0	Only to be fitted to vehicles without airrinal.
			55kg	\$40.00	3.0	Roof rack attaches to set anchor points in window slots in roof. Not for use on unsealed roads.
			100kg	\$40.00	2.0	Roof rack attaches to factory anchor points in roof. Max 4 crossbars.
			100kg	\$40.00	1.0	Roof rack attaches to factory anchor points in roof. Max 4 crossbars.
			100kg	\$40.00	2.0	Roof rack attaches to factory anchor points in roof. Max 4 crossbars.
			100kg	\$40.00	1.0	Roof rack attaches to factory anchor points in roof. Max 4 crossbars.
RS21 / REAR 889			55kg	\$40.00	4.0	Not for use on unsealed roads.
			55kg	\$40.00	4.0	Not for use on unsealed roads.
			55kg	\$40.00	4.0	Not for use on unsealed roads.
			100kg	\$60.00	2.0	Roof rack attaches to anchor points in roof.
			100kg	\$60.00	1.0	Roof rack attaches to anchor points in roof.
RS99 / REAR 985			55kg	\$40.00	4.0	Not for use on unsealed roads.
			55kg	\$40.00	4.0	Not for use on unsealed roads.
			55kg	\$40.00	4.0	Not for use on unsealed roads.
RT11 x 1			100kg	\$120.00	2.0	
RT11 x 1			100kg	\$120.00	1.0	
			35kg	\$20.00	3.0	Single bar. Not for use on unsealed roads.
			35kg	\$20.00	4.0	Single bar. Not for use on unsealed roads.
			35kg	\$20.00	4.0	Single bar. Not for use on unsealed roads.
RS99 / REAR 985			55kg	\$40.00	4.0	Not for use on unsealed roads.
			55kg	\$40.00	4.0	Not for use on unsealed roads.
			55kg	\$40.00	4.0	Not for use on unsealed roads.

HOW TO USE THIS FIT GUIDE

Question #1 What type of car do you have?
Question #2 What do you want to carry?

What type of car do you have?
Find the correct Make & Model

This is the description - yep,
says it all doesn't it?

MAKE / MODEL	DATE	PHOTO REF #	DESCRIPTION	PRICE (incl GST)	COMPLETE KIT PART NUMBER
FORD					
Dealer-4x Use Crew Cab	99 - 10/06				
RHINO HEAVY DUTY TRACK MOUNT 2 BAR		BB	2 x Square 41mm x 41mm Bars - Track Mount With Overhang	\$400.00	
RHINO HEAVY DUTY AERO TRACK MOUNT 2 BAR		A6	2 x Silver Oval Bars - Track Mount With Overhang	\$400.00	
SPORTZ RSB 1 BAR		G2	1 x Flush Style Black Oval Bars	\$175.00	RS696P
SPORTZ RSB 2 BAR		C2	2 x Flush Style Black Oval Front Bar	\$319.00	RS696
2500 HEAVY DUTY 1 BAR		D2	1 x Square 41mm x 41mm Bar - With Overhang	\$162.00	
2500 HEAVY DUTY 2 BAR		D2	2 x Square 41mm x 41mm Bars - With Overhang	\$306.00	
2500 SPORTZ 2 BAR		D4	2 x Flush Style Silver Oval Bars	\$299.00	RS142
2500 AERO 2 BAR		D1	2 x Silver Oval Bars With Overhang	\$299.00	
2500 ELRD 2 BAR		D3	2 x Silver 22mm x 32mm Alloy Bars With Overhang	\$199.00	

What do you want to carry?
This is where you pick the right
rack system for the job.

This is where you can
see what it looks like.
Check out the back
pages of this guide.

This is how
much it
costs.

2500 EURO
Silver 22mm x 32mm
Alloy Bars with Overhang

2500 SPORTZ
Flush Style Silver
Oval Bars

2500 AERO
Silver Oval Bars
With Overhang



Automation helps Rhino-Rack achieve speedy production of automotive rack fitting guides

Centralised data management and automated composition with Typefi Desktop delivers a 75 per cent reduction in production time

Background About Rhino-Rack

A wholly-owned private Australian company which has been in operation since 1992, Rhino-Rack manufactures and distributes roof racks and automotive accessories.

Rhino-Rack roof rack systems suit all needs, from the ladder-carrying tradesperson, to the weekend user, and the serious holiday traveler. Rhino-Rack's product range provides consistency of sensible pricing, quality design and innovation. Rhino-Rack products don't just look good—they perform. Whether

it is strength, fitment or quality, Rhino-Rack does not compromise. Rhino-Rack roof racks are tested to and comply with Australian Standard ISO/TS16949.

With around 100 employees globally, Rhino-Rack has offices in New South Wales, Western Australia and Colorado, and an expanding international distribution network.

Rhino-Rack's Comprehensive Fit Guide—a guide to fitting each roof rack system for all models of vehicle—is produced in native language versions for each dealer market: Australia, France, Germany, Israel, the United Kingdom and the

United States of America. Rhino-Rack maintains a rolling schedule of producing 1 version of the Guide every 1-2 months, which means the production cycle is almost constant.

Challenge Manual product updating and manual Guide production are both slow and costly

Keeping each version of the Comprehensive Fit Guide up to date with new product and new vehicle fitting specs is critical for Rhino-Rack's sales. Dealers and users rely on their version of the Guide's accuracy.

Printing is done to tight schedules; a missed production deadline not only potentially loses sales but in some cases means losing the deposit paid to the printer.

For Rhino-Rack, speed and accuracy are paramount.

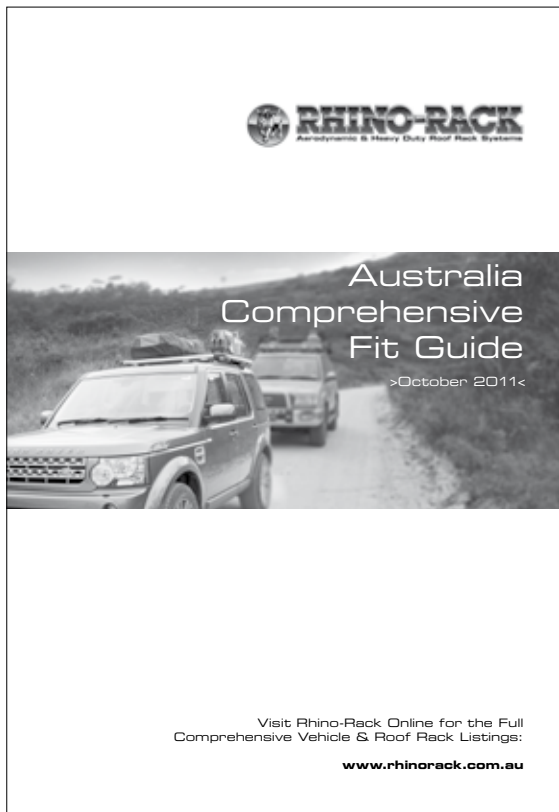
Up to 2010, Rhino-Rack maintained its product data in an Excel spreadsheet which was updated manually. To produce each version of the Comprehensive Fit Guide, the data was exported from Excel and imported into Quark for typesetting by the in-house designer.

The production and proofing processes were both slow and prone to error.

"As well as much faster production turn-around, automating composition has resulted in a noticeable reduction in errors. That's really important for us."

Jake Boulton,

Web Projects Manager, Rhino-Rack



Front page of the Australian version of the Comprehensive Fit Guide

Solution

Automotive fitting guide data is a good fit for automation

When reviewing their production processes, the Rhino-Rack implementation team realized they would need to overhaul the company's data management system. Although the master product data was in Excel, a subset of that data was maintained in XML by their website service for use on the company's website. The team decided to build on the XML structure of the website data.

The Rhino-Rack team decided to modernize the system by installing a new XML database, based on the existing XML data from the website and augmented by the Excel data. Now, all of the data is centrally managed, with layers of information being used for different purposes. A subset of the data goes to the website, and a full set, including all technical specs for fitting, goes

"Using Typefi Desktop, our production time has greatly reduced, from one month down to three to four days."

Jake Boulton, Web Projects Manager, Rhino-Rack

through Typefi Desktop to produce the Guides.

Implementing the workflow to produce the Comprehensive Fit Guides using Typefi Desktop was relatively simple once the XML database was in place. The content already has a defined data structure and is in XML format, and is mapped to the XML structure for production. The existing Quark layout designs were easily adapted into InDesign templates based on the XML structure.

Benefits

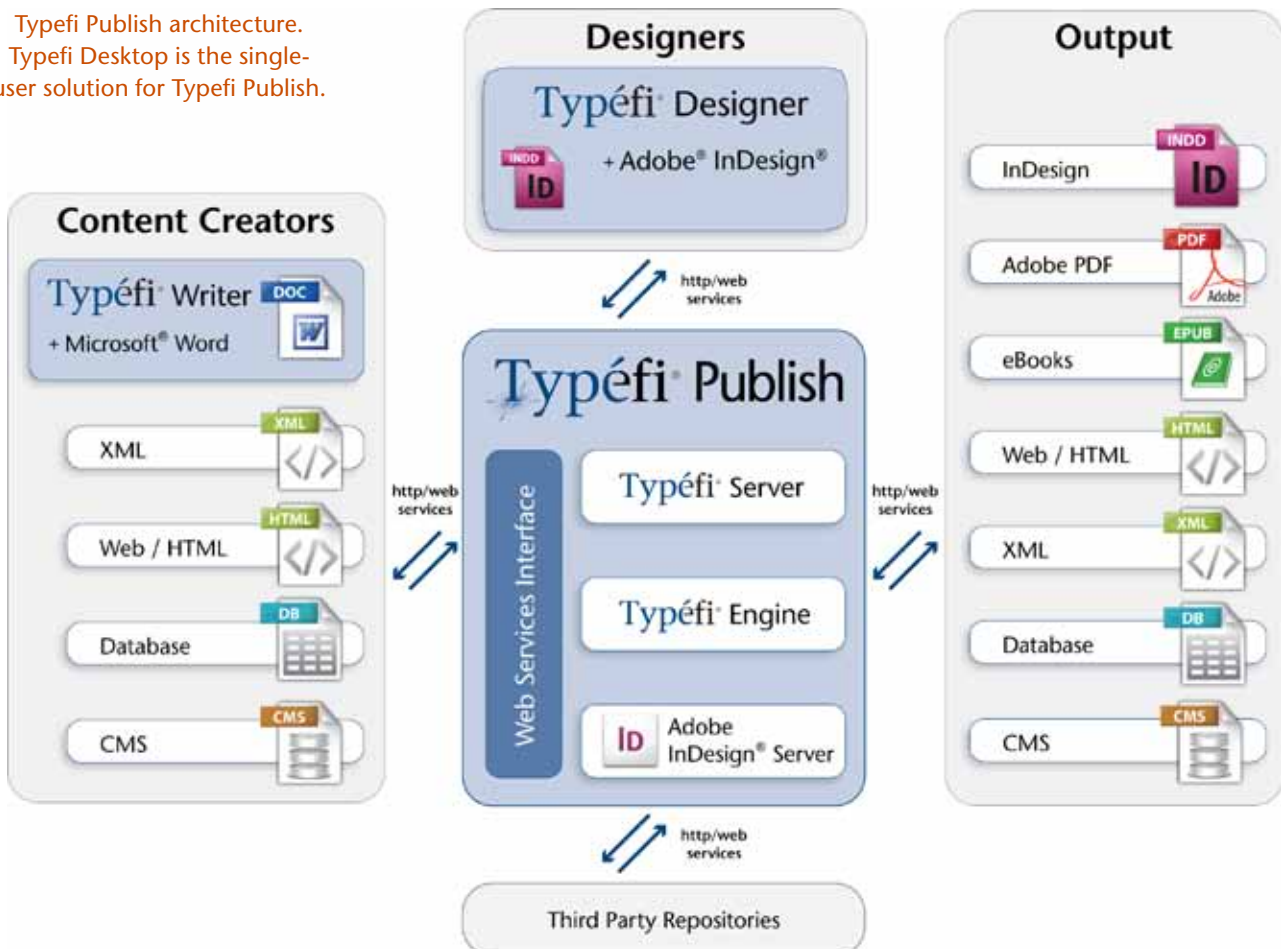
From one month to mere days—with better results

By flowing the XML data through Typefi Desktop, the production

time for each Comprehensive Fit Guide has been reduced from one month down to three or four days, according to Jake Boulton, Web Projects Manager at Rhino-Rack. He also says that "a noticeable reduction in errors" is another very important benefit.

Rhino-Rack also produce a Parts Book, which is still produced and updated manually. Unfortunately, says Mr. Boulton, the content for the Parts Book is not currently in a state that it could be easily imported into the database. He adds, "But we are now looking at structuring the Parts Guide to take advantage of the Typefi Desktop system. It will be well worth the effort."

Typefi Publish architecture.
Typefi Desktop is the single-user solution for Typefi Publish.





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