

## Sigma-Aldrich Optimizes Catalog Publishing with GPSL Solution

*Leading chemical & life sciences supplier consolidates product information while decreasing costs*

### Business Overview

Sigma-Aldrich is a \$2.5 billion Life Science and High Technology company whose biochemical, organic chemical products, kits and services are used in scientific research, including genomic and proteomic research, biotechnology, pharmaceutical development, the diagnosis of disease and as key components in pharmaceutical, diagnostics and high technology manufacturing.

### Challenges

Sigma-Aldrich sells approximately 170,000 products via e-commerce and printed catalogs & newsletters across several brands. With an active product life cycle and each brand requiring their own look-and-feel, it required a large amount of time and effort to keep up with a rapidly changing publishing environment—not to mention the task of supporting multiple languages and currencies.

The company built the following four-tier strategy for product information:

- Build a single corporate repository containing product information for all brands.
- Create a standardized process for gathering product information from all locations with production and marketing responsibilities.
- Standardize the publishing processes.
- Allow for multiple and dynamic page layouts

### Solution

In order to meet the demands of the dynamic publishing requirements and an increasing content load, GPSL applied a web publishing workflow to a print environment. The system married standard CSS with large content files to produce printed catalogs and newsletters. This provided the flexibility to build stylesheets as needed by allowing designers to create and update layouts for each brand and applying them to content sources exceeding 50,000 products.

**SIGMA-ALDRICH®**

### Sigma-Aldrich

\$2.5 billion supplier of chemical and life science products  
(<http://www.sigmaaldrich.com>)

### Industry

Chemical & Life Science

### Geographies

Located in St. Louis Missouri USA; doing business globally

### Business Solution

Dynamic and automated large-scale product catalog publishing

### Tools

Standard web publishing practices & technologies

Arbortext Advanced Print Publisher

### Benefits

- Dynamic page layout & formatting
- Reduced catalog processing time by 60%
- Reduced page production time by 50%
- Throughput for catalogs increased by more than 200%