



**eCATALOG**solutions

**Brennan Industries  
Streamlines Digital Tools  
to Meet Client Needs**



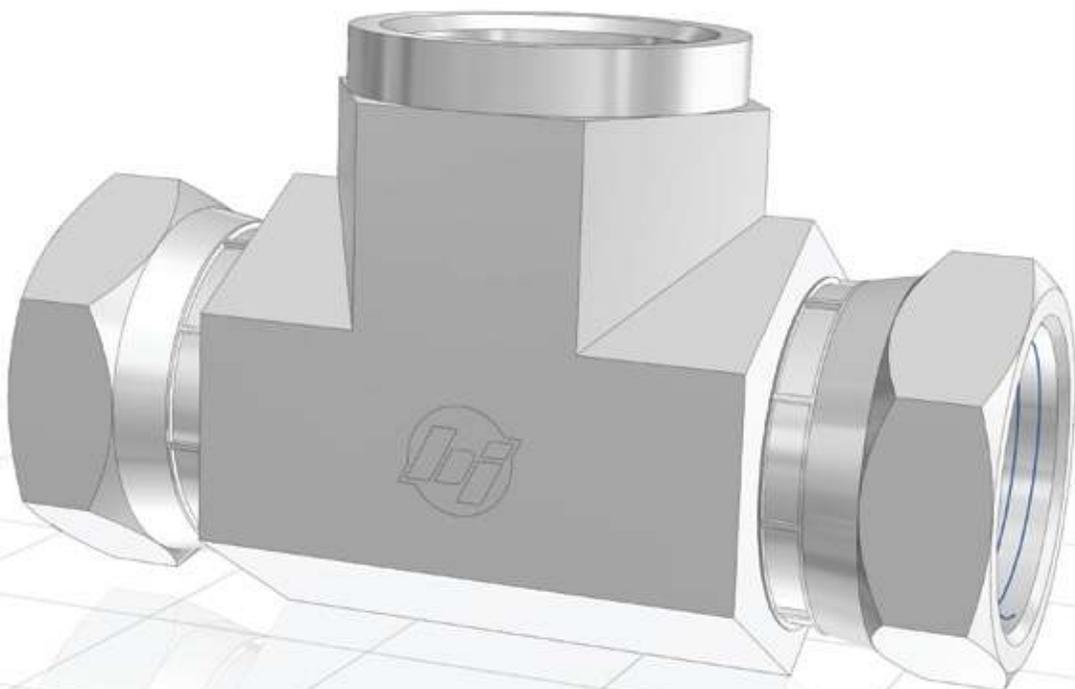
# On the Cutting Edge of 3D CAD Catalog Technology

Brennan Industries is a Cleveland, Ohio based manufacturer of standard and special hydraulic fittings for a wide variety of applications. Their products can be found on anything from “rockets to coffee pots”, and everything in between.

Partnering with CADENAS PARTsolutions, Brennan Industries has launched an all new 3D CAD catalog powered by CADENAS PARTsolutions' proprietary technology.



The new platform supplies precise 3D CAD data, enabling engineers to download digital product models in their preferred native format, including interactive 3D PDF data sheets. By upgrading to eCATALOGsolutions, Brennan Industries is providing more accurate data in a wider variety of formats, improving the product selection for engineers throughout the design process.





## Brennan Industries Increase Downloads by 100 percent with 3D CAD Catalog

**Brennan's website saw online CAD downloads and customer engagement double overnight with implementation of new digital tools on their website.**

### A Move Toward the Future

In the past, the process to get a CAD model could be time consuming. Customers would contact an engineer, who would generate the part and send it to the customer manually. Brennan recognized the problem and was an early provider of online CAD models...they have been evolving their solution ever since.

Brennan Industries clients can now download high-quality, native 3D models for their specific CAD application or a PDF sell sheet with an interactive 3D model preview. These PDFs enable the user to explore the part and save it for future use, or to quickly share with colleagues who may not have CAD access.

The user-friendly design tool was launched by Brennan as a key component of their new responsive website. The goal for the new website was to simplify the path to digital product information, and to better meet the on-demand needs of their clients.

Brennan has seen significantly increased downloads from the new tool, and is attributing the surge to the expanded selection of available formats.





## Customers Love the Change

Brennan immediately received positive feedback from their user base who love the increased accuracy and fidelity of the 3D CAD models. “For an engineer, accuracy is the key to everything,” says Tim Thomas, CEO of CADENAS PARTsolutions. “They need to trust that the data they download from a manufacturer matches the product exactly. We help all our customers ensure accuracy, using a multi-step quality and assurance (QA) process. We don’t publish anything until it is certified accurate by the manufacturer.”



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» “The catalog provides us with more ways to connect with the customer throughout the design process. Our logo is embedded onto the model and the product metadata is preserved within the native CAD model and the bill of materials. That data leads the customer back to us when the project moves from the design stage and into the procurement phase.” ‹‹



John Joyce  
Global Marketing Director  
Brennan Industries



# eCATALOGsolutions is a cornerstone of the Brennan Industries sales and marketing plan

» “We saw our downloads double overnight when we switched to the CADENAS PARTsolutions 3D CAD catalog. The wider variety of formats and configurable options are key to the increase. With more options, we’re able to meet the exact needs of a larger audience. Each download is a foot in the door for us.”

John Joyce, Director of Marketing at Brennan Industries.” «



John Joyce  
Global Marketing Director  
Brennan Industries

The screenshot displays the Brennan Industries eCatalog interface. At the top left is the Brennan logo. The navigation bar includes Home, About, Resources, Products, and Blog. A search bar is located at the top right. The main content area is titled "CAD Download" and features a product configuration table for part number 1804-15-12-FG. The table includes fields for Tube O.D., Thread (1), Flange (2), L1, L2, A/F, and Material. To the right of the table are buttons for "CAD download" and "PDF datasheet". Below these are buttons for "3D" and "Dimension". A 3D CAD model of the part is shown with dimensions 1.66 and 2.73. The Brennan logo is visible on the part. At the bottom of the page are several small icons representing different file formats.

Field	Value	Unit
Part Number	1804-15-12-FG	
Tube O.D.	1.90000000	INCH
Thread (1)	1.5/16-12	
Flange (2)	3/4	INCH
L1	1.860	INCH
L2	2.130	INCH
A/F	1.0620	INCH
Material	Steel Forged	

## Company Info

### BRENNAN Industries

In business for over 65 years, Brennan supplies customers worldwide with more than 50,000 standard and special hydraulic fittings, adapters and O-rings in sizes ranging from 1/16 to 3 inches. These include a wide choice of fitting and adapter types such as tube, O-ring face seal, instrumentation, metric bite type, push-to-connect, conversion and flareless bite type, as well as valves, clamps and swivels. Brennan products are stocked at strategically located, full-service distribution centers across North America, Europe and Asia.

[www.brennaninc.com](http://www.brennaninc.com)



### CADENAS PARTsolutions

CADENAS PARTsolutions is a leading provider of next generation 3D part catalog management and sales configuration solutions. For large manufacturers, CADENAS PARTsolutions provides centralized 3D parts libraries making it easy for global design teams to find, reuse, and control standard and proprietary parts. For component manufacturers, CADENAS PARTsolutions provides 3D product catalogs with digital CAD download technology, helping businesses increase sales lead generation and to ensure that components get “designed in” to OEM products.

[www.partsolutions.com](http://www.partsolutions.com)



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