

Walsworth®

Client: Danchuk Manufacturing

Services: Print, Apps

Situation:

Danchuk Manufacturing is the largest manufacturer and distributor of 1955, 1956 and 1957 classic Chevrolet restoration and performance parts in the world. Often referred to as the Tri-Five, the 1955-56-57 models include the Chevy 150, 210, Bel Air, and Nomad, which have inspired a number of enthusiast clubs, websites and businesses that cater to collectors and restorers.

At its inception in 1976, Danchuk manufactured a 1957 parking lens. Today, Danchuk manufactures such a variety of parts that they require a 750-page catalog to contain the inventory. To keep up with their ever-growing product line of products, Danchuk's in-house art and photography department produces a new catalog every year.

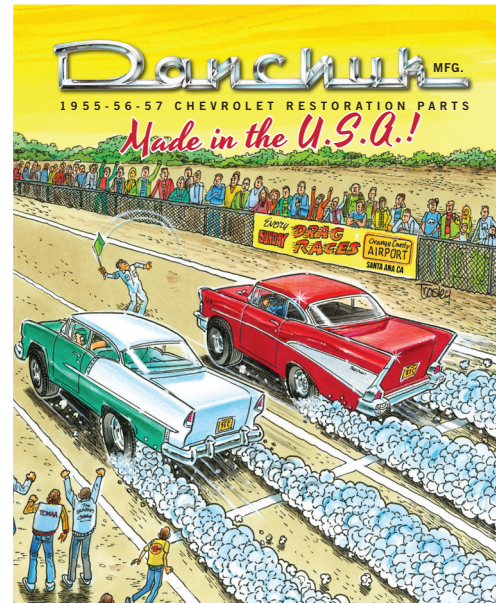
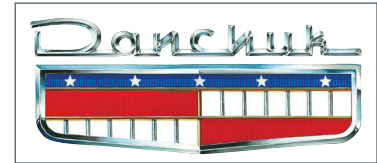
Solution:

App Creation

Because Danchuk desired a mobile app experience that would feel similar to paging through their print catalog, Walsworth creates a new version of Danchuk's mobile app each time they publish a new catalog edition.

The mobile app enables:

- Mobile access to Danchuk's entire product offering
- Search by part name or part number
- In-app ordering, with integration to Danchuk's eCommerce system
- Inclusion of event promotion videos
- Inclusion of tech articles and instruction sheets
- In-app access to Danchuk's newsletter and blog
- Push notifications
- App-exclusive offers





Print Manufacturing

Walsworth provides the print manufacturing for Danchuk's full-color 750-page catalog.

While most copies are perfect bound, Walsworth manufactures a portion of the catalogs with spiral coil binding for Danchuk's customers who reference the catalog at physical order-desks.

Results:

Danchuk has determined that their mobile app is a great companion for their print catalog and is paying for itself by increased product sales.

Interested in learning more about how Walsworth's team of experts can help you?

- See all [case studies and eBooks](#),
- [Contact us](#) online, or
- Call us at 800-265-6795.

LET'S TALK