



## **Independent Auto Parts of America Selects Wrenhead's Wrenhead Central's suite of ebusiness products.**

*Industry leader Independent Auto Parts of America utilizes Wrenhead's market leading Nexpart solution to drive down their cost of doing business, improve customer service and increase market share.*

White Plains, NY ([PRWEB](#)) March 24, 2004 -- Wrenhead, Inc., a leader in distribution management, Electronic Catalog and Ebusiness Solutions, today announced that IAPA, one of the Nations leading program distribution groups has chosen Wrenhead's suite of ebusiness solutions to power their members Ecommerce initiatives.

IAPA provides best in class solutions to their members to ensure the profitable growth and success of the independent auto parts stores that they represent. In addition to the top notch marketing programs and technology solutions that IAPA provides, IAPA negotiates over One Billion dollars worth of auto parts for over four thousand independent auto parts store members and tech centers each year.

In today's market, IAPA members face increased competition and tighter margins. The deployment of Wrenhead Central is a critical component of the strategy to keep members profitable. Nexpart increases sales, reduces returns and improves customer service.

"Our customers rely on our member stores to provide them with the parts they need, when they need them," said Mike Kamal, President of IAPA. Nexpart is a tool that helps ensure that happens as quickly and easily as possible. By providing better customer service, our customers never have to go anywhere else for their parts needs."

Wrenhead Central's Nexpart provides auto part distributors with a simple to use, web based ordering solution. Customers can use their regular Internet Service to access Nexpart 24 by 7. There, they can check inventory and prices, place orders, use the catalog, review the status of orders or pull up their order history, all with the click of a button. No more waiting on hold just to see if parts are in stock and stock orders just became a breeze.

"Wrenhead Central and Nexpart are the fastest growing ebusiness solutions in the market today, said Stan Gowisnock, EVP Wrenhead, Inc. The reason for that is simple; the product is easy to use, fast and reliable. We work hard to engineer solutions that add value to our customers business so they don't have to."

### About Wrenhead

Wrenhead ([www.wrenhead.com](http://www.wrenhead.com)) is a leader in innovative and industry proven Distribution Management solutions. Wrenhead produces Electronic Catalog, Warehouse/Store, Chain Store and E-business Solutions for distribution operations. Wrenhead's products increase revenue, reduce returns and improve customer service all at a lower cost. Wrenhead does business with over half of the Top 50 Auto parts distributors in North America and 20 Fortune 500 Companies. Investors in Wrenhead include Polaris Venture Partners, The Canopy Group and Goldman Sachs.



**Contact Information**

**Jeanette Thompson**

WRENCHEAD, INC.

<http://www.wrenthead.com>

914.697.9417

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