

26.11.2018 Dana Launches All-New Mediapool for High-Quality Victor Reinz® Product Images

In response to customer demand, Dana has developed a mediapool platform featuring more than 18,000 high-resolution product photos from its Victor Reinz® brand. The company's site is now live and offers a searchable, digital media portal for customers and Dana employees across the world to download and share images from the complete Victor Reinz gasket and sealing product portfolio for the aftermarket.

To enable users to gather images of different products simultaneously, Dana's new mediapool for Victor Reinz has multi-search functionality as part of the high-tech platform. Searching for multiple parts at the same time can be done via copying and pasting either a product list from a document or excel spreadsheet into the portal. In addition, by providing instant access to high-quality media kits, the comprehensive media database complements the e-commerce capabilities and detailed product information available on DanaAftermarket.com.

"Dana's new mediapool platform represents a unique system in the aftermarket and new way to make our trusted Victor Reinz products accessible to customers," said Rico Schlegel, Victor Reinz Product Manager at Dana. "A key motivation behind launching the extensive media site was repeated customer requests for an increasing number of high-quality images. With this advanced mediapool, we are pleased to give users the ability to search for, download, and share a range of photos for every part to help them better showcase the [Victor Reinz](#) brand."

Publisher

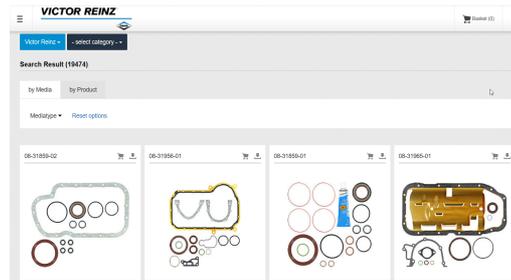
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Since the mediapool includes all-new images, Dana worked for two years to capture the thousands of searchable photos for the platform. Each image is high-resolution and print-quality.

Contenido del sitio: <https://www.victorreinz.com/ES/Noticias/Noticias-de-prensa.aspx?conseq=3295>



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