



Whiting & Holmes Limited  
Marketing & Advertising

541 Brant Street, Suite 8  
Burlington, Ontario L7R 2G6  
Tel: 289-337-3662  
whitingandholmes.com

For Immediate Release

## Atlantic Tube & Steel Introduces New Web-Based Inventory Tool for Customers

**Toronto** ... Atlantic Tube & Steel, a leader in automotive and structural steel tubing, has introduced a new web-based enhancement to its web site designed exclusively for its customers.

Named the **Customer Inventory Portal (CIP)**, the new interactive tool allows users to monitor the status of a job in the production process, track remaining product quantities in inventory, shop for other available stock in the Atlantic warehouse and more. "Our new system was designed from the ground up with our customers' specific needs in mind", comments Frank Cancelli, the company's President. "Development and testing took about six months and the result is a highly useful tool that gives our customers enhanced information and more control over their orders, ultimately giving them better control over their own business decisions."

After entering a password-protected area at the Atlantic website, customers can use the **CIP** to view orders - in real time - summarized by customer purchase order or by product. They can review details of an open order, view an order on the floor ready for shipment or see the full production schedule. The **CIP** also allows customers to conduct a specific search of stock material on hand at the Atlantic warehouse. The search will sort by size and gauge, provide available quantities, bundle sizes, product weight, thereby allowing customers increased efficiency in managing their releases. A final feature is an area that carries general communications for customers – changes to normal business hours, scheduled shut down operations, etc. and in a specialized message area, Atlantic can advise individual customers of information that relates specifically to them.

"While the portal was designed as a tool for our customers, we're using it as well," comments Marvin Bavcevic, the company's Controller. "By using the portal ourselves, we can view how the process works through a customer's eyes, see what may or may not be working for them and make modifications to the system as we progress. That allows us to assist them if they encounter problems and help them become comfortable with



Whiting & Holmes Limited  
Marketing & Advertising

541 Brant Street, Suite 8  
Burlington, Ontario L7R 2G6  
Tel: 289-337-3662  
[whitingandholmes.com](http://whitingandholmes.com)

---

the site. Once they're accustomed to using the **CIP**, they have 24/7 access in real time to the status of their orders and inventory. Not only is that empowering, it means they have much more control in managing their businesses more efficiently."

Atlantic Tube & Steel is a family-run business in operation since 1977. In its two mills, it manufactures mechanical tubing for the automotive aftermarket and structural steel tubing for a variety of uses.

As an ISO 9001 certified manufacturer, the company adheres to a set of rigorous standards throughout its 150,000 square foot facility. Atlantic Tube & Steel is based in Mississauga, Ontario.

- 33 -

For Media Inquiries, please contact:

Jaclyn Jones  
Account Manager  
Whiting & Holmes Limited  
541 Brant Street, Suite 8  
Burlington, Ontario L7R 2G6  
T (289) 337-3662  
[jaclyn@whitingandholmes.com](mailto:jaclyn@whitingandholmes.com)

For Inquiries related specifically to the *Customer Inventory Portal*, please contact:

Marvin Bavcevic  
Controller  
1580 Meyerside Drive  
Mississauga, Ontario L5T 1A3  
T (905) 670-1511  
TF (877) 665-6614  
F (905) 670-1845  
[marvinb@atlantictube.com](mailto:marvinb@atlantictube.com)