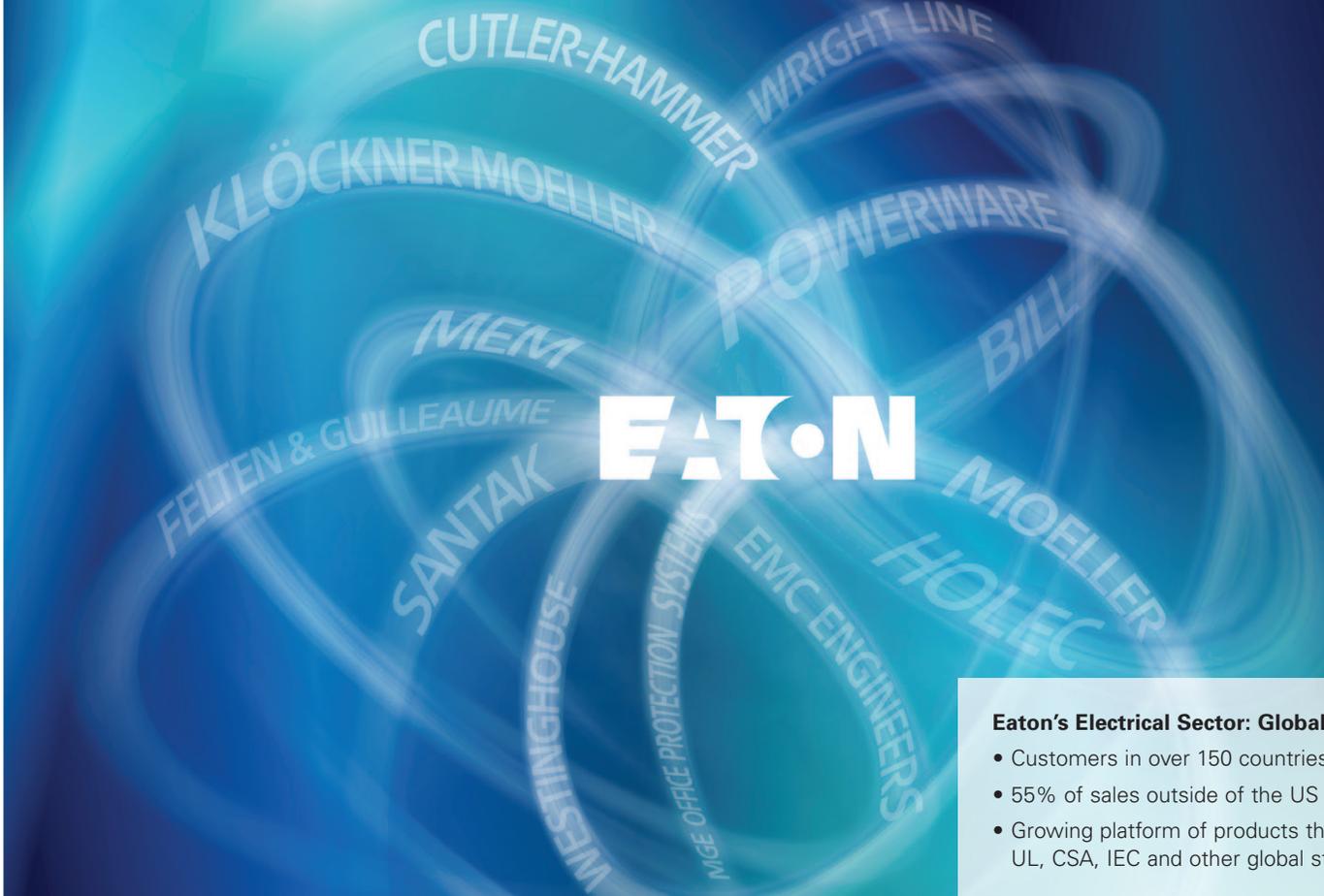


The power of one Eaton



**EAT•N**

**Eaton's Electrical Sector: Global Profile**

- Customers in over 150 countries
- 55% of sales outside of the US
- Growing platform of products that meet UL, CSA, IEC and other global standards

## One Brand, Many Solutions

One identity,  
one resource,  
one vision.  
**One Eaton.**

**A heritage of innovation**

With a 100-year heritage of innovation, the Eaton brand has come to stand for quality, expertise, unparalleled service and a commitment to solving your most critical energy management challenges.

You know Eaton legacy names such as Cutler-Hammer®, Powerware® and Moeller®. But there are over 100 other names that have made up our broad electrical product portfolio,

making it more complex to manage and promote.

As our markets become more global, and with many customers doing business around the world, it is important to convey the message that Eaton is a leading global power management company.

In order to accomplish this goal, it is no longer possible to maintain and support regional brands with unique market identities (e.g. Cutler-Hammer

in North America, Moeller in Europe and Santak in China) as it limits our ability to continue building a global reputation for the Eaton brand.

To ensure growth in the future and to present one identity to our customers globally, we are consolidating our brands, moving away from legacy/acquired names and going to market under a single global brand identity: Eaton.

**EAT•N**

*Powering Business Worldwide*

# The fundamentals of a distinct and unified global brand identity

Our global brand identity aims to communicate the complementary nature of our offerings and the value of doing business with Eaton:

- If it's critical to you, it's critical to us. The bigger the challenge, the stronger we are at providing innovative solutions.
- Unparalleled knowledge of power management across industries and customized integrated solutions designed to meet your specific needs.
- Service and support is not just an extra benefit, it's at the heart of how we do business.
- Our history of innovation—from product development to processes and systems for sharing best practices and meeting business objectives.

## For energy challenges big and small, if it matters to you, it matters to us.

We are dedicated to ensuring that reliable, efficient and safe power is available when it's needed most. We do so through a broad portfolio of power distribution, power quality, control and automation, and energy and electrical service offerings grounded by an unmatched commitment to personal support.



### One brand, one reputation

You have already begun to see a shift in how we identify ourselves in the market—both through our marketing efforts, our dedicated sales force and service teams, and our products and packaging. We've moved away from the unique identities formerly associated with our legacy or acquired names, and are focusing on continuing to elevate and promote the Eaton brand.

Because our legacy names have substantial equity, and require protection, they will be used as *product series* in marketing material, on the website and product packaging to group or categorize like products.



### Packaging and product labeling

There is no better way to support our brand than with the products we design and sell. You have already begun to see ongoing efforts to promote the Eaton brand with an update to product labels and packaging. While the catalog numbers, specifications and products you trust (function, size, weight) have not changed, you will see the Eaton brand more clearly—a reinforcement of the confidence the Eaton brand instills.

**When we all do our part, we ensure that the Eaton brand will continue to grow stronger every day.**

**Eaton Corporation**  
Electrical Sector  
1111 Superior Ave.  
Cleveland, OH 44114  
United States  
877-ETN-CARE (877-386-2273)  
Eaton.com

© 2011 Eaton Corporation  
All Rights Reserved  
Printed in USA  
Publication No. PA08701006E / MZ690  
August 2011

**EATON**  
Powering Business Worldwide

Eaton is a registered trademark of Eaton Corporation.

All other trademarks are property of their respective owners.

Celebrating  
**100 YEARS**  
Ideals that Endure