

With transition comes a new strength.

About the change:

Since Eaton acquired Cooper Industries in 2012, we've been working to fully integrate the leading capabilities of some of the most respected names in the electrical industry, including B-Line, Bussmann, Crouse-Hinds, Halo, Metalux, Cooper Power and many more. Today, we have a greatly expanded offering – with a broader portfolio of solutions and services, all from one manufacturer.

Eaton is a recognized leader in the residential, commercial and industrial electrical markets. With over 100 years of experience, Eaton has a heritage of innovation and expertise that positions us to answer our customers' toughest power management challenges. We have customers and channel partners worldwide, and we want to communicate to our markets from a unified and consistent platform—the Eaton brand.

The following information will help you to better understand some of the brand changes taking place and what to expect.



Powering Business Worldwide

What is changing?

Order-related documentation

We are adding the Eaton logo to all order-related documents that currently have Cooper branding. This includes invoices, order acknowledgments, packing slips, credit/debit memos, bills of lading, RMAs, quotes and more.

We are NOT changing the placement of the business name. It may be reflected in text in the upper left hand corner of the form, or in the remit section. Regardless, it will remain in place and still visible.

Product, packaging and carton labels

Product label and carton designs will begin to reflect the Eaton brand during 2015. Timing for this change will vary by business as we undergo brand transition.

What is NOT changing?

- The "remit to" (contact info) sections of documentation
- Customer account numbers
- Payment addresses
- Payment processes
- EDI processes
- Product catalog numbers
- Product specification numbers
- Legal entities
- PO numbers
- Quality and performance

We will continue to deliver the same leading quality and performance you've come to expect from our products and services.

Frequently asked questions:

What is the timing for these changes?

Our brand transition has been underway since 2013. However, you will begin to notice more visual differences throughout 2015 and beyond.

What happens if a legacy business name is on a contract, quote or agreement?

Existing contracts, quotes and non-disclosure agreements remain valid, even if they reflect a former business name. New or renewed contracts should use the current legal entity.

Are the legal entities changing?

Not at this time. In the future, there may be changes to our current legal entities. If that happens, you will hear directly from the business. In the meantime, there are no changes.

How will product names change?

You will begin to see the Eaton brand on products during 2015. These changes will happen at different times, in accordance with the plan for each particular business. The products and names you have come to know and trust will remain the same. The addition of the Eaton brand reinforces the broader portfolio of complementary solutions that is now offered by a single manufacturer.

If you have other questions not answered in this document, or simply want more information on the integration process, please contact ESBrand@eaton.com or visit Eaton.com/expectmore