



Eaton's electrical business helps customers proactively manage their complete power system by providing electrical solutions that make their applications more reliable, efficient and safe.

Solutions from Eaton's Electrical Sector include:

- **Power distribution:** A world-class reputation built on our innovative design of products, such as circuit breakers, switchgear, automatic transfer switches, panelboards and switchboards, to name a few. These are just some of our solutions that ensure that a facility's power system is safe, reliable and efficient.
- **Power quality:** To be successful, a facility's system needs to be running 24 hours a day, 7 days a week. That's why Eaton's wide range of power quality solutions—such as our uninterruptible power systems—are designed to ensure consistent uptime of customers' systems.
- **Power monitoring:** Eaton's Power Xpert® Meters and Software can help manage a facility's power system by reporting real-time information that can reduce power costs and provide early warning of impending problems.
- **Control and automation:** Eaton components are at the core of the efficiency of your operation—from the power supply and circuit protection, to motor control and human-machine interface—the basket of products available from Eaton is innovative and tailored to meet your specific application needs.
- **Full-scale electrical services and energy solutions organization**



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Eaton's Electrical Sector
Brand transition

We
are
Eaton



uniting under one brand

Cutler-Hammer, Powerware and Moeller are now Eaton

You probably are familiar with many of Eaton's legacy brands—names like Cutler-Hammer,® Powerware® and Moeller,® but could you identify the over 100 other names that make up our broad electrical product portfolio?

As we continue to grow and innovate, our product portfolio has become more complex to manage and promote. In an effort to further Eaton's reputation as a global leader in power management, 2010–11 will see renewed emphasis on telling the Eaton story—manifesting itself in one way with an update to the product labels and packaging of the products you purchase today. The products you trust remain unchanged—you will, however, see the Eaton brand more clearly, a reinforcement of the confidence our brand instills in our customers.



A distinct and unified global brand identity will benefit you. How?

- You will find the solutions to your power management challenges with power distribution, control and automation, power quality, and power monitoring products and services from Eaton Corporation
- You will be better able to understand the complementary nature of our offerings by engaging with a single market identity
- You will find Eaton easy to do business with. Our experienced local sales, service and support teams provide the kind of swift response needed to maximize productivity and uptime
- You will benefit from choosing a global technology leader that stands behind its products and supports them over their lifetimes
- You will benefit from Eaton's history of innovation—from pioneering product development, to processes and systems for sharing best practices and meeting business objectives

new...

on-product labeling



Front labels and side ratings labels will be updated to the Eaton logo. Product catalog numbers and specifications (function, size, weight) remain the same.



packaging and carton labels

The logomark and visual design have changed, but dimensions and weight of boxes have not changed. The products inside remain the same.

