

Eaton's Electrical Group Deploys Brand Strategy For Its Power Quality Solutions Throughout Europe, The Middle-East And Africa

November 13, 2008 ... In line with its global efforts to reposition Eaton with employees, customers and other key stakeholders, Eaton's Electrical Group today announced a brand transition strategy for its power quality solutions in Europe, the Middle-East and Africa (EMEA).

"After combining the research, innovation and leadership of some of the industry's most well-respected brands, we are ready to build awareness around one single brand – Eaton," said Jorma Mannerkoski, director, sales and marketing Power Quality Division (PQD) EMEA, Eaton. "We are a leader in the power quality business and this new strategy will build awareness around Eaton's brand and our commitment to providing customers and channel partners with the best products and services."

As part of this strategy, Eaton's Electrical Group has moved its legacy brands to a single brand – Eaton. The Powerware® brand of products have already transitioned into a series of products under the single Eaton brand. All new products will be launched under the Eaton name and all existing products will be re-named Eaton.

Eaton is supporting this effort with marketing efforts to promote the company's full capabilities in power quality to the Information Technology, electrical channel and end-user communities. Marketing efforts will include advertising, increased sales and support programs and an improved online presence to provide partners and end-users with the tools and expertise to substantially address their power protection challenges and requirements.

In September 2008, Eaton Corporation launched a global effort to reposition the company. This initiative features a new corporate brand signature that expresses the company's impact in the marketplace and defines Eaton's strength as a power management company and global technology leader: Eaton -- Powering Business Worldwide. The brand signature will gradually appear on all Eaton communications, marketing and sales materials in the 150 countries where Eaton does business.