

Eaton's Electrical Sector Accelerates the Deployment Of Brand Strategy For Its Power Quality Solutions Throughout Europe, The Middle-East And Africa

April 6, 2009 ... After the recent launch of new brand strategy for its power quality solutions in Europe, the Middle-East and Africa (EMEA), Eaton's electrical sector speeds up its deployment transitioning all its power quality legacy businesses to a single brand – Eaton.

The new brand strategy aims to provide an all-inclusive power quality product and service portfolio under one brand – Eaton. This single-brand strategy embodies Eaton's brand promise: to make what is important work in ways that deliver value for everyone – customers, employees and shareholders.

“With the recent acquisitions of MGE Office Protection Systems™ and Phoenixtec®, we have become the clear number two provider of power protection, distribution and management solutions worldwide – number one in many countries”, said Mathieu Verley, marketing communications manager of Eaton's power quality division in Europe, the Middle East and Africa. “As we combine our acquisitions under a single Eaton brand, we can offer our partners and customers an extensive range of power quality solutions and services that provide the best possible answers to their specific needs.”

The former Powerware® and MGE Office Protection Systems brands are currently transitioning to become the Powerware and Pulsar series under the Eaton brand. This change will allow the company to link legacy brands to the Eaton brand, thereby establishing a stronger Eaton identity.

To promote Eaton's full capabilities in power quality to the information technology, electrical channel and end-user communities, marketing efforts have been made. They will include advertising, sales support programmes and online presence. A brand new website was also created to help partners and end-customers discover the complete range of Eaton uninterruptible power supply, surge-protection and power management software solutions. For more information visit www.eaton.com/powerquality.