

**For new  
prospects...**





**a stronger future!**

# Let's make it simple...



**New**  
references

**New**  
packaging

**New**  
product marking



# A single and stronger brand will benefit us all

> Moving our Eunea brand to **Schneider Electric** is an ambitious corporate process that will make everyone's day-to-day work easier, both clients and collaborators.

Here are some of the benefits of working with a single brand:

> **Our daily work will be simpler**, it is easier to deal with a single brand and with common documentation and resources.

> With a clearly defined marketing, a stronger brand will bring **new business openings**.

> Your clients **will recognise our product offer and ranges better** thanks to a single packing and communication focused on **Schneider Electric**.

> A single brand will enjoy greater market awareness and will benefit from our image as an industrial manufacturer, **giving us an edge over our competitors**.

> It will be much easier to **create solutions** based on the products of a single brand.

> Recognition on the market of the **credibility and power of innovation** of a global company.

And all this for one reason,

**What is good for Schneider Electric is also good for our clients and collaborators!**





# How will we go about it?

It will be progressive from the beginning of November 2010 and January the 1<sup>st</sup>, 2011. This change will be performed in two steps:

## Step 1: new packaging and new product marking

> From November the 1<sup>st</sup>, 2010 and January the 1<sup>st</sup>, 2011, the Eunea packaging is replaced by Schneider Electric's one. A moderner and soberer packaging which meets environmental requirements. This process is progressive until January the 1<sup>st</sup>, 2011 in order to preserve the reliability of industrial and logistic processes.

> The same goes for the Eunea logo marked on the product which will be gradually replaced by Schneider Electric's one. Every other information remain the same.

## Step 2: new references, new labels

> Your current references become five-figures codes preceded by the letters "ENN". For example, the reference 96103.07 becomes ENN35021. These new references will be **activated on January the 1<sup>st</sup>, 2011**.

> New labels will also be set up on **January the 1<sup>st</sup>, 2011**. They will display the same informations and an identical bar code.



identical bar code

> No additional change will impact the products; all technical features remain the same: dimensions, delivery form, quantity per package, weight, standards...

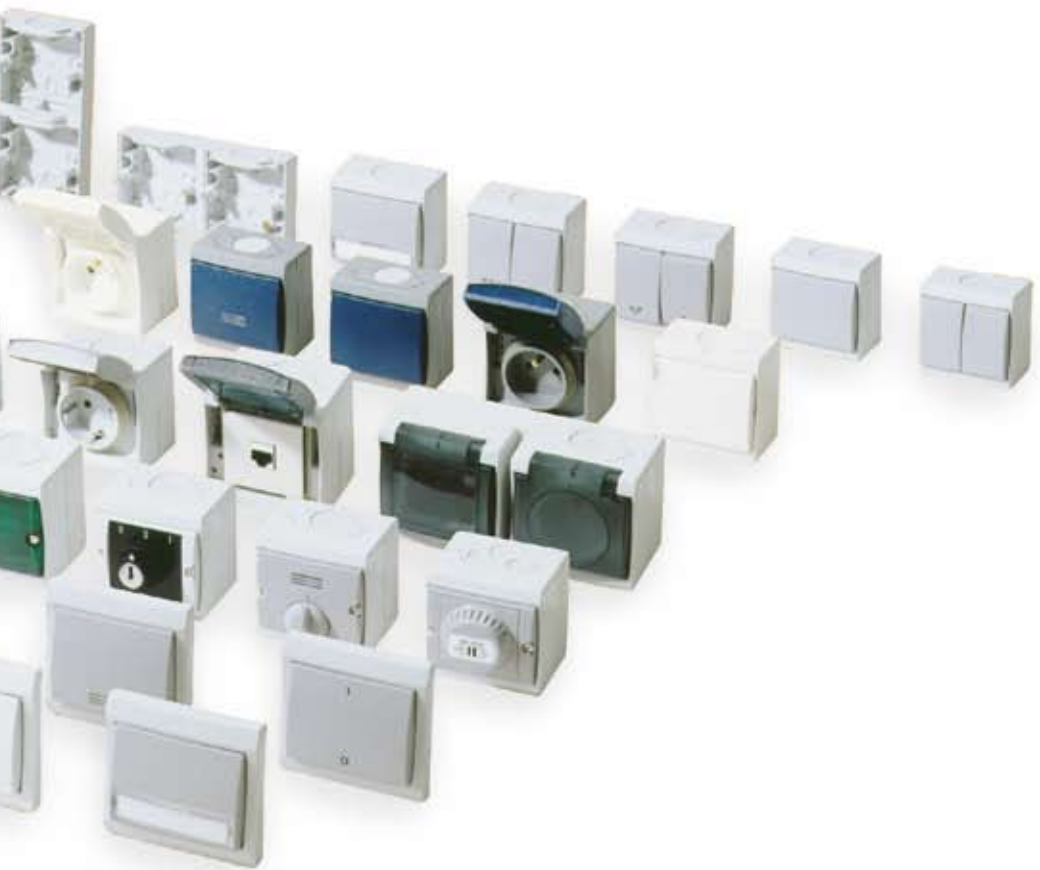
A **Excel Cross-references tool** is also available to facilitate the move to the new references.



# New prospects for your water Our offer becomes Schneider



# Waterproof installations Mer Electric





# Questions you may be asking...

## Are my contacts also changing?

You keep the same contacts by us: representatives, assistants, technical sales staff...

## Will my commercial policy change?

No. The legal entity with which you contracted remains the same. Consequently, nothing changes.

## What about the products?

The product marking becomes Schneider Electric. Apart from this, they are exactly the same and keep their quality, their features and their certifications.

## What are the steps of this changing?

It will be progressive from the beginning of November 2010 and January the 1<sup>st</sup>, 2011. It is performed in two steps:



**Between November the 1<sup>st</sup>, 2010 and January the 1<sup>st</sup>, 2011:**

- > Packaging: Eunea **or** Schneider Electric
- > With a Eunea label
- > Containing a product marked Eunea **or** Schneider Electric



**January the 1<sup>st</sup>, 2011:**

- > Packaging Schneider Electric
- > With a Schneider Electric label
- > Containing a product marked Schneider Electric

## Do the range names also change?

Our products becoming part of a global offer, the range names evolve:

- > Estanca waterproof wiring devices become Mureva

## So, your working habits do not change:

You will find the same products, made in the same factories, and sold by the same sales force.

