

Distributor Newsline

Customer Manufacturing Solution Center *(page 4)*



2013 training courses, award items from WorkflowOne,
selling and sourcing policy *(inserts after page 6)*



Powering Business Worldwide

In this issue:

Our new AFCIs are specified by Lutron	5
Freedom Series contactors get a facelift	5
Mining breakers offer space and maintenance savings	6
Next generation of Bid Manager—faster, friendlier, Web based	6
Power Xpert® customers can get upgrade at reduced price	7
New medium voltage breakers offer compact solution	7

It was an exciting year in our industry



As 2012 comes to a close, we can look back and reflect on what an exciting year it was in our industry. There was plenty of consolidation happening in the distributor ranks as well as with manufacturers, including our announcement of the Cooper Industries acquisition. This should all bring some significant change in the industry, and there is likely to be much more to follow in 2013.

All this excitement is tempered a bit in our forecasts for next year. I recently attended the NAED Eastern Region Conference, and most attendees I spoke with are expecting low- to mid-single-digit growth for next year. The residential market is on an upswing, and 2013 is expected by most to be a continuation of that trend with high-single-digit to low-double-digit growth. And, three months in a row of positive reports from the Architecture Builders Index give us reason to believe that the future of the construction market is more promising.

Clearly, the rest of the markets aren't as positive, with industrial growth predicted to be nearly flat. Hopefully, with the presidential election behind us and with confidence that our elected officials won't let us fall off the "fiscal cliff," we will see the markets outperform our current expectations.

Speaking of change, my role will change next year, as I will be moving on to an integration role working on the sales and channel integration team for the Cooper acquisition. This will be an extremely challenging task and one that will require much feedback and input from all of you. We will use *Distributor Newsline* as one of the means of proactively communicating our progress on this initiative, so look for integration updates in forthcoming issues.

Until then, have a safe and happy holiday season! ■

A handwritten signature in black ink that reads "Matt Cleary". The signature is written in a cursive, flowing style.

Matt Cleary
Vice President – Channel

Contents

EDITORIALS

- 2 2012. *It was an exciting year for the industry*
- 12 Channel Marketing. *Review updated Sourcing and Selling Policy*

SUPPORT

- 4 Customer Manufacturing Solution Centers. *New name for service centers, satellites*
- 6 Bid Manager. *New generation offers improvements*

After page 6: 1) 2013 training courses, 2) Award items from WorkflowOne, 3) Selling and sourcing policy

- 7 Power Xpert®. *Upgrade at reduced price*
- 7 Newsline notes. *Air shipments*
- 8 Eaton Canada. *Wins WESCO award*
- 8 State Electric Supply. *60-year anniversary*
- 9 Will-call order pickup service. *Questions and answers*
- 9 WESCO and Eaton. *Saving a grand opening*
- 10 Online survey. *Help us help you*
- 10 CED. *Test drives and electric charging stations*
- 11 Advertisement. *PowerEdge™*

PRODUCTS

- 4 XT IEC contactors. *H frame is added*
- 5 AFCIs. *Specified by Lutron*
- 5 Freedom Series contactors. *They get a facelift*
- 6 Mining breakers. *Space and maintenance savings*
- 7 New medium voltage breakers. *Compact solution*

Listen to these articles via DRC > Literature Library > Distributor Newsline

Service Center? Satellite? What's in a name?

Has a customer ever asked you, 'Do you build satellites?' or 'Is a service center the same thing as a customer call center?'

"Although the terms are quite familiar to our distributors, they don't accurately reflect the uniqueness Eaton provides its customers from these facilities," said Todd Hoover, business unit manager. "For that reason, satellites and service centers will now be referred to as Customer Manufacturing Solution Centers or CMSCs."

"Over the years, our organization has evolved but has never lost focus on its powerful advantage of close proximity to our customers and sales organization, which provides an expedited engineered solution to customer needs—something our competition has never been able to match."

"The most notable change in our operation has been the combination of these satellites and service centers into one manufacturing facility. In many cases, the operations coexist with the sales organizations. The uniqueness of this model and the recent combining of solutions manufacturing with selling have strengthened an already fierce competitive advantage second to none in the marketplace."

"We look forward to even greater success in the future as our salespeople and distributors seize the opportunity to use the CMSC concept to expand on the value propositions involved." ■



Houston's Customer Manufacturing Solution Center



PRODUCTS

H frame is added to XT IEC contactor line

Control/OEM • Industrial

An H frame has been added to the XT IEC contactor line, offering significant space and cost savings. The new contactor is approximately 50mm shorter than the existing L frame but has the same mounting footprint. The new frame size will be offered in 185 and 225 amps and is available in stock now. A 300-amp (AC-3) L frame contactor has also been added, replacing the existing 300-amp M frame. For more infor-

mation on these products, please see the IEC power control catalog, volume 5, tab 1.

Orders will be accepted for 185-amp and 225-amp L frames and 300-amp M frame contactors until December 14, 2012. At that time, they will no longer be available in Vista, and the appropriate replacement will be recommended. If you have a need for a large last-time buy, please contact your local office immediately. ■

Our new AFCIs meet maximum dimming load, are specified by Lutron

Commercial • Residential

Since 2008, arc fault circuit interrupters (AFCIs) have been required in dwelling areas of residences by the National Electrical Code. One of the issues faced by electrical contractors is that a 20-amp AFCI cannot easily be fully loaded to 2,000 watts of dimming load in lighting-control systems. Contractors were forced to use more breakers to achieve the desired dimming load, with the result of greater material and installation costs.

In a joint announcement at the 2012 Custom Electronic Design and Installation Association trade show, Lutron confirmed that Eaton's newest generation of AFCIs has been approved for use in systems with over 2,000 watts of dimming load. Each of Eaton's AFCI products (BR, CH and bolt-on designs) has been tested and certified to be compatible with Lutron's HomeWorks® QS, RadioRA® and wallbox dimmers.



Lutron is specifying Eaton's new arc fault circuit interrupters so installers can simplify installation.

Lanson Relyea, Eaton product manager, said "This advancement in technology improves costs by reducing the amount of wire, the number of breakers, and the amount of labor needed and can even reduce the size of the panel required for a given dimming load. Lutron is now specifying the Eaton products to their installers in order to simplify installation."

For more information, contact 1.800.326.9513, option 1, or email TRC@eaton.com. ■

Freedom Series contactors get a facelift

Commercial • Control/OEM • Industrial

CN contactors have transitioned from gray to black bases, and all contactors and accessories now include new labeling and black lettering. To match these color changes, the NEMA C440 electronic overload relay will now have a gray switch head, while the XTOE head remains black. These changes provide a perfect match when mounting the overload relay to the Freedom Series family of contactors, and they will offer a consistent look with the rest of Eaton's power control family. Ratings and applications are unaffected by the color changes.

In addition to the facelift, the AN19 family has recently added direct-mount overload solutions up to NEMA Size 4 with the launch of a 140-amp C440 overload relay. Larger NEMA starter sizes can be accomplished using external current transformers. Customers also have the option to use Freedom contactors with the C441 Motor Insight advanced solid-state relay, resulting in the highest levels of protection and monitoring capability.



The Freedom AN19 starter is shown after the facelift.

Facelift implementation began in mid-May for 45mm frame contactors, late July for 65mm and 90mm frame contactors, as well as C306 and C440 overload relays, and late August for 180mm frame contactors. For more information, please contact the Technical Resource Center, 1.877.ETN.CARE, option 2, or visit the C440 and C441 websites. ■

Mining breakers are sealed from dust, offer space and maintenance savings

Industrial

Eaton's new W-VACiMB medium voltage compact circuit breakers are sealed from dust and contaminants that are prevalent in the mining industry, providing long and reliable equipment life. They feature valuable space savings and require little maintenance other than routine inspections.

The breakers endure much greater opening and closing under fault conditions than open air contact devices, resulting in longer life in harsh environments. Also, they make and break power in a sealed environment with no external arcing—a significant safety feature in mining applications, where hazardous gasses can exist.

The W-VACiMB is a compact 133 pounds, has an 18x18x18-inch footprint and is rated for twice the amount of mechanical operations as traditional vacuum circuit breakers. The Restriction of Hazardous Substances (RoHS)-compliant mechanism is an environmentally friendly solution that is three times quieter than the average vacuum circuit breaker. It is encased in a robust 4mm-thick chassis and is available in a fixed 17.5kV, 25kA, 1250A frame. The W-VACiMB is Eaton's solution to your customers' power center needs.

"Eaton has been leading the industry for more than 80 years in vacuum interrupter innovation," said Jhula Barua, Eaton product manager. "While reliably switching normal load currents



Featuring IEC ratings of 17.5kV, W-VACiMB mining breakers are global solutions for 50 and 60 Hz.

and high-stress fault currents, our equipment features increased dielectric strength with solid insulation that is encapsulated in epoxy resin material."

The mining breakers are third-party tested to the latest IEC 62271-100 and IEC 62271-1 standards. They are tested mechanically and electrically at an ISO® 9001-certified factory.

For more information, order data sheet PA01301023E from the Fulfillment Center, 1.800.957.7050, fax 1.877.415.0437 or email EatonEGLiterature@workflowone.com. ■

SUPPORT

Next generation of Bid Manager: faster, friendlier and newly Web based

In the near future, Eaton will release in the Americas a brand new version of the 16-year-old Bid Manager, the product configuration and pricing tool used by distributors and Eaton's Electrical Sector sales team.

"The new version was constructed with our users in mind, so it is much more intuitive," said Eaton's Jessica Molle. "It's easier to teach and support, features an updated document package, and has an intuitive app-based interface."

Data gathering and streamlining processes are more efficient, and no more manual updates are required from servers or CDs. It's no longer necessary for distributors to email documents to share within their companies. Collaboration and sharing have been streamlined. Users will also have the ability to attach documents to a job.

"Please attend upcoming webinars to learn more. Look for an email from your local sales office or Eaton Marketing. It will contain information on how to attend." ■

New medium voltage breaker platform offers compact solution to power-management needs

Control/OEM • Industrial

Eaton's new medium voltage breaker platform features the ANSI-rated 38kV VCPW-HD—the compact solution to your customers' power-management needs. The breaker solution is 40-percent smaller than the 38kV VCP-W breaker solution and features back-to-back capacitor switching and a six-wheel roll-on-floor design. The breakers will accommodate up to six front-access C200s per phase.

No fan cooling is required for ratings under 32kA, and breaker secondaries are automatically made when moved from the disconnect to the test position. The full portfolio includes a continuous current of up to 3000A and interrupting currents of up to 40kA. The breaker plus mini module combination is also a partial discharge-free solution.

Encapsulated pole units are sealed from dust and contaminants, providing long and reliable equipment life. The breakers protect transformers, capacitor banks, motors, busbar sections, and cables. They are well suited for special conditions, such as high altitude, light shock, vibration, and high ambient temperature.



Eaton's new medium voltage breaker platform features the ANSI-rated 38kV VCPW-HD.

The breakers are free of hazardous SF6 gas, which contributes to the greenhouse effect and associated climate change. All equipment is tested and certified in accordance with IEEE® C37.06, C37.09 and C37.10.

For more information, order PA01301024E from the Fulfillment Center, 1.800.957.7050, fax 1.877.415.0437 or email EatonEGLiterature@workflowone.com. ■

SUPPORT

Provide upgraded connectivity at a reduced price

If your customers are using the Power Xpert® Gateway 400 or 600A, Eaton has implemented a program allowing you to offer them an upgrade at a reduced price. The Power Xpert Gateway E series *Wanna Trade?* program is providing Eaton distributors a special multiplier from the list price of the Power Xpert Gateway 400E, 600E and 800E, so you can offer these connectivity upgrades at a tremendous value.

The Power Xpert Gateway E series features faster processing, more log-storage capacity and a greater number of supported parameters. As an added incentive, we are offering you the Power Xpert Gateway 800E at the same price as the PXG 600E—a great deal since the PXG 800E includes an expanded feature set. PLUS, you can also offer Eaton's Power Xpert Software or Power Xpert Reporting at a significantly reduced price (if purchased concurrently with

the PXG), because we're giving you a discount there as well.

For more information on this program and how to receive the discount, visit the *Wanna Trade?* program page on the Distributor Resource Center. ■

Newsline *notes*

When requesting an air shipment, remember to include your air account number with your order to prevent shipping delays.

Eaton Canada wins award from WESCO's Canadian Group

Eaton Canada has been named Most Supportive Supplier of the Year for 2012 by the WESCO Canadian operation. The recognition was based on responses from branches across the country concerning supplier performance. A questionnaire included day-to-day support, assistance on joint sales calls, and quality and frequency of training. The response rate was an impressive 72 percent. Gashaw Abebe, WESCO's vice president of global supplier relations, stated, "WESCO works with multiple supplier partners, and Eaton Canada has shown why it belongs at the top. This award reflects the partnership and dedication between our two organizations. We are encouraged and grateful of all the support that Eaton Canada has given to WESCO throughout the year." ■



Left to right are WESCO executives Harald Henze, Gerald Arksey, Gashaw Abebe, and John Engel.

State Electric Supply's 60-year anniversary is recognized



Assembled for the presentation are, left to right, Eaton's Dave Bucklew, State Electric's John Spoor, Eaton's Craig Gob and Matt Cleary, and State Electric's Clarence Martin and Art Weisberg.

Eaton management recently presented a plaque to State Electric Supply Company management on the occasion of their 60 years in business. A long-time Eaton distributor, State Electric Supply, headquartered in Huntington, W. Va., has evolved into one of the nation's largest and best-known electrical distributors, with more than 700 employees at 40 branches in six states.

Art Weisberg, the company's founder recently remarked, "Eaton is an aggressive partner that never stops fighting. No wonder they are leaders in their industry! Beyond quality products and competitive prices, the thing that separates our company from others is our service. We believe that making an effort to provide customers with what they need, when they need it, will keep them happy and coming back."

Other company officials also commented. Clarence Martin, State Electric's CEO/CFO, said, "In our 60 years of business, we have always taken pride in aligning ourselves with premier partners in our industry like Eaton. We appreciate their partnership." State Electric President, John Spoor, added, "We are very proud of our 60th anniversary, and supplier partners such as Eaton have made this possible. Without their support and commitment, we would not be where we are today." ■

Will-call order pickup service

What is Eaton's will-call order pickup service?

A free service that allows you to pick up your order in W34 Spartanburg or W87 Mira Loma distribution centers instead of having it shipped to you. Currently, this service is available for all customers Monday through Friday.

Are there restrictions?

Products must be stocked and available in the distribution center.

How do I place a will-call order?

Place the order on Vista on the Web (VOTW) and reference "WC" in the shipping method.

When will my order be ready for pickup?

Will-call orders can be picked up from 7 a.m. until 4 p.m. (local time), Monday

through Friday. Pickups before or after these times can be arranged through the after-hours emergency service process. The site will process the orders and will have them ready for pickup within four hours after the release.

What do I need to pick up my order?

The Vista release number generated after the order has been entered.

How long do I have to pick up my order?

Eaton will hold your order for 48 hours after you receive your release number. At the end of that time, we will ship standard freight to the ship-to address on your order. Please be sure to include a valid ship-to address on your will-call order.

Can I call in my order?

No, the order must be entered in the system to receive a release number for tracking. ■

WESCO and Eaton team up to save shoe store's grand opening

WESCO Retail and Commercial (WRC), Columbus, Ohio, recently received an early morning call from a distressed general contractor whose subcontractor had accidentally created an arc flash explosion within the store switchboard of a well-known national shoe retailer. Fortunately the worker was not hurt, but the blast was large enough that the building was filled with smoke and the fire department was called. The store was only two weeks away from its grand opening.

WRC immediately contacted the Eaton sales office and initiated a plan for engineering service personnel to perform an on-site inspection that morning. Next, the WRC-Eaton team coordinated with the local satellite plant to begin compiling necessary documents in anticipation of an expedited order.

After the damage was assessed, the order was placed and the equipment was ready for pickup within 24 hours of the incident. This quick response allowed the electrical contractor to have the switchboard repairs completed in less than two days.



WESCO WRC, Columbus, Ohio, working with Eaton employees, kept a new shoe store on schedule in spite of an arc flash explosion two weeks before the grand opening.

The result was an extremely happy customer, who stated that knowing the team was handling the repair allowed him to concentrate on other activities associated with the grand opening. ■

Online survey results to provide critical feedback

You may have already received an online survey from Allegheny Marketing Group (AMG) Research. This survey, which takes 10 to 15 minutes to complete, will provide Eaton with valuable information regarding distributors' relationships with us. Your opinion matters!

Eaton's Electrical Sector – Americas is a leader in power distribution, power quality, control

and automation, power monitoring, and energy management products and services. The company has expanded its portfolio by integrating the competencies of some of the world's most respected names, including Cutler-Hammer®, Moeller® and Powerware®. To learn more about how Eaton can help your business, please visit www.eaton.com. ■

Coffee, bagels and a morning test drive

In a flyer recently distributed by Consolidated Electrical Distributors (CED), Denver, municipal personnel in the area were invited to attend a morning event including coffee, bagels and the opportunity to test drive a Chevy Volt, Nissan Leaf and Toyota Prism. Eaton's electric vehicle charging stations were displayed at the event. Left to right in the photo are Eaton employees Manny Alexander and Greg Parker; Lauren Rains of SunShine Institute Communications; and Dave Halter of the Renewable Energy Initiative. ■



What customers want from electrical distributors

More than 500 electrical contractors, facility maintenance personnel, and other end-users ranked services and other business basics that are most important to them on a scale of 1 to 6. This chart is reproduced, in part, with permission from an article by Jim Lucy, "Your Customers Speak Out," in the October 2012 issue of *Electrical Wholesaling*.

Have an idea to share? Contact AlanEColorito@eaton.com. ■

Services	Rating Average
Keep their promises to me	6.30
Deliveries arrive when promised	6.22
Meeting promised delivery times/dates.....	6.16
Complete and accurate invoices	6.11
Ability to provide accurate and timely price quotations.....	6.06
Speedy in responding to price and delivery inquiries.....	5.97
Being kept informed about changes in delivery dates	5.95
Having knowledgeable inside salespeople	5.92
Ability to respond to my questions/needs.....	5.91
Advice and technical support to solve problems.....	5.87
Easy, accurate ordering process.....	5.86
Availability of inside sales to answer questions	5.81
Ability to handle changes to existing orders	5.72
Having knowledgeable counter personnel	5.69
Deep and broad inventory.....	5.69
Having knowledgeable outside salespeople	5.66
Timeliness in answering the phone	5.63
Availability of management to address any issues I have	5.63
Relationship with my salesperson	5.62

PowerEdge. Coming soon to a smart device near you.



Powering Business Worldwide

PowerEdge™ Business Beyond the Usual.

Taking its expertise mobile, Eaton is enabling you to review, select, and locate its electrical products—directly from the palm of your hand. Watch for more info coming soon!

Access to Eaton's electrical power management solutions made easy. That's smart, mobile business.

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Printed in USA
Form No. NL08702179E
Volume 36, Issue 5, November-December 2012

Distributors requesting an address addition, change or cancellation should contact DistributorNewslineEG@eaton.com. If you would like additional copies of this issue, request NL08702179E from the Fulfillment Center, 1.800.957.7050, fax 1.877.415.0437 or email EatonEGLiterature@workflowone.com.

CHANNEL MARKETING

Updated Sourcing and Selling Policy contains important new elements



Alan Colorito
Channel Marketing Manager

You've likely noticed the updated Sourcing and Selling Policy document as an insert in this issue. While the policy itself is not new, we have updated it with some additional and important elements that you will want to be sure to review. You will be hearing more from your Eaton channel managers and distributor sales specialists in the coming months.

Educating your end-user customers about the potential perils of gray-market-sourced, and especially counterfeit, electrical products just got easier. Safety concerns are at the top of the list. Eaton will be launching a messaging campaign around these topics, and you'll see resources, similar to those listed here, to help you tell that story and support our collective efforts in the industry. ■



Two advertisements describe some complications of the gray market.