

RICHARDSON TAKES MOELLER TO NEW HEIGHTS UNDER EATON'S LEADERSHIP

For over 100 years, Moeller of Germany an Internationally Acclaimed Electrical Switchgear Brand, has been a byword for excellence throughout the world for its power delivery and control solutions for residential, commercial and industrial applications. The name has occupied pride of place in the minds of consumers for its innovation, superlative quality, reliability, safety and above all else, its ability to foresee and evolve with changing customer needs.

Moeller now, has been moved from being a family owned company to a diversified international power house named Eaton.

Eaton Corporation, established in 1911 is a diversified power management company with 2011 sales of US\$16.0 billion. Eaton is a global technology leader in electrical components, systems and services and systems and services for power quality, distribution and control; hydraulics components, systems and services for industrial and mobile equipment; aerospace fuel, hydraulic and pneumatic systems for commercial and military use; and truck and automotive drive train and power train systems for performance, fuel economy and safety. Eaton has approximately 72,000 employees and sells products to customers in more than 150 countries.

Eaton's electrical sector is a global leader in power distribution, power quality, control and industrial automation products and services. Eaton's global electrical product lines, including Cutler-Hammer®, Moeller®, Powerware®, Holec®, MEM®, Santak®, and MGE Office Protection Systems™ provide customer-driven Power Chain Management® solutions to serve the power system needs of the data center, industrial, institutional, government, utility, commercial, residential, and OEM markets worldwide.

In Sri Lanka, the Moeller brand has been represented with resounding success for over a decade, by Richardson Projects Ltd – a subsidiary of the Richardson Group, an established leader in Sri Lanka's electrical products and infrastructure development sectors. The company has greatly enhanced the service levels as well as the technical support offered to local Moeller Customers. In Sri Lanka, iconic buildings such as the Central Bank of Sri Lanka, Hambanthota Convention Center uses a complete range of Moeller / Eaton Products for their Power Distribution, Control & Monitoring Systems.

Moeller and Eaton share common values which will ensure the continuation of product excellence. For instance, both Moeller and Eaton are: Offering products of a unique quality, Focused on being their customers' best suppliers, Have joint values regarding ethically correct actions, Have complementary key technologies for global standards, such as IEC, UL/CSA and CCC, Have complementary product portfolios in the fields of electric motors and power distribution, Have the geographic reach for complete worldwide presence.

Moeller is a trailblazing pioneer of electrical engineering in Germany and complements Eaton's competence - also internationally. Everything which has distinguished Moeller in the last 100 years – the unique combination of the German art of engineering and flexible, client-oriented business practices will be retained and developed by Eaton.

The power of innovation and product quality which have made Moeller a world renowned name, will be continued, with the added strengths of the know-how, global reach and diversity of Eaton, which will enable this venture to achieve the highest expectation in any field. This new alignment also brings together the unique combination of German technological superiority and production efficiency with the global reach and resources of Eaton - encompassing over 10,000 sales and distribution partners in 150 countries.

Speaking at the launch of Moeller Eaton Brand Transition, Eaton's Vice President for USA, Anoop Nanda stated the following, "We are here today to strengthen and reinforce Eaton's commitment to Sri Lankan and to support our partner Richardson Projects to aggressively promote the Moeller / Eaton product range, specifically targeting the Construction Industry. With the takeover of Moeller by Eaton, we have consciously rationalized the various brands under the Moeller umbrella such as F&G, F&G Starlight and Schrack Technik and have decided to strategically converge with all these brands to Eaton. Hence from this point onwards the entire range of Eaton Protection Devices will be under Richardson Projects. We at Eaton further assure that the innovative strength and product quality which has distinguished Moeller for many decades will be upheld and further developed by Eaton. It will be complemented by the expertise, presence, safety and strength only a leading technology group can offer. The integration of Moeller into Eaton and incorporation in the Electrical Sector in April 2008 marked the start of a new era"

Richardson Projects, Managing Director, Nazri Nizar stated that "For the Sri Lankan customers, this is good news indeed, as they can look forward to the very same superlative

quality, under the global leadership of Eaton and the backing of Richardson Projects in the local market. We at Richardson is always committed in providing our customers superior quality products, assured with a warranty and a guaranteed after sales service. We hope to expand the Electrical Protection Device product range and offer our customers, high quality and technologically advanced products at all times. The Product has been made available to our customers under three channels, mainly the Industrial Automation, Projects & Distribution Channels. Further, it is important that Sri Lankan Industries and Companies are acquainted with the latest technologies and products which will ensure maximum utility from an amount of energy spent. We at Richardson have taken the responsibility in working with our customers in introducing such new technologies and working with them in providing a Total Solution to improve their current power solutions”

Richardson Projects is a subsidiary of the Richardson Group, which is a pioneer in Sri Lanka’s electrical products & infrastructure industry. The Group consists of 5 Companies, namely Richardson Projects, Richardson Electric, Richardson Outdoor, Richardson Engineering & Richardson Distributors with interests in Power Distribution & Transmission, Manufacturing, Outdoor Advertising, Renewable Energy, Industrial Automation and Electrical & Mechanical Services Richardson Projects is also an ISO 9001-2009 & ICTAD Electrical & Mechanical services category EMO1 certified company.