

PDL Brand Migration to Schneider Electric

Following on from the world leading Merlin Gerin and Telemecanique brands migrating to Schneider Electric, PDL packaging and products are set to make the transition.

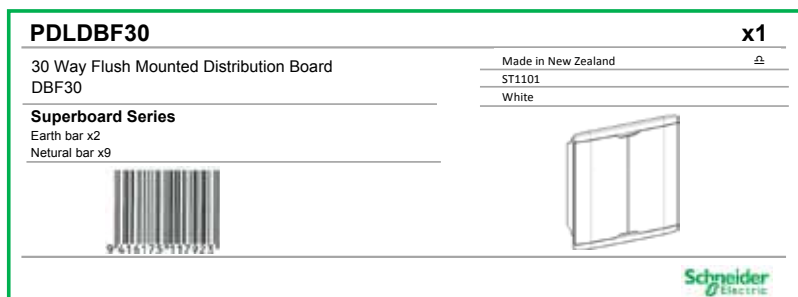
Superboard Series is becoming Schneider Electric

The industry leading Superboard Series of distribution equipment is changing its product labelling and packaging.

Included are the PDLDBF and DBS boards and accessories, and the PDLME & PDLSE boards.

The Christchurch based production team have taken the opportunity to combine the brand migration changes to carry out a **product improvement** to the PDLDBF and DBS products. New door assemblies are being introduced with an improved latching system. With this change the doors are changing to an off-white colour, combining to match production for two significant export customers.

Production begins from mid-December with an expected arrival into the market from mid-January 2012. Product codes do not change, and products will transition over time as the old PDL branded products run out.



Changes:

- > Carton label – from PDL to Schneider Electric
- > Product labelling – from PDL to Schneider Electric
- > Installation instructions – from PDL to Schneider Electric
- > Door assemblies on PDLDBF and DBS 15 Way to 60 Way boards – new and improved design
- > Material colour on PDLDBF and DBS boards from light grey to off-white

Note: normal practice with brand migration does not include ANY changes to the products, however timing was perfect for our production and engineering staff to combine these improvements for increased customer satisfaction.

- > With the brand migration we are changing the code listed on the carton label from the traditional 'Cat No.' to the commercial (or material) reference code. This matches the system codes and price file codes, and will assist inventory control and distribution and stores staff. For example: DBF30 becomes PDLDBF30. Advantages with this will have more impact where ranges have multiple colours or designators.

Throughout 2012 further PDL products and ranges will migrate to Schneider Electric, details to follow.