Transition to Bussmann series product line

As part of the Eaton integration process, Cooper Bussmann is transitioning to Eaton Bussmann series product line. Consequently the branding will change on products, packaging, technical documents and marketing collateral.

PRODUCTS

- Our fuse links and fuse holders will be branded with the Eaton logo and Bussmann series wherever possible. Some products might only carry the Eaton logo due to limited printing space.
- Previous Cooper Bussmann brands such as Red Spot, Enbray and Camaster will now be referred to as product lines within the Eaton's Bussmann series product portfolio.





PACKAGING

- The **carton labels** will carry the Eaton logo and Bussmann series
- The **shipping cases** will have the Eaton brand signature
- Some **inner cartons** will carry the Eaton brand signature, some will stay in plain brown packaging, please contact our product management team for further details.



Carton labels


Shipping case


Brown inner carton


White inner carton

TECHNICAL DOCUMENTS

The Eaton logo will replace Cooper branding on order-related documents such as invoices, order acknowledgments, RMAS and quotes.

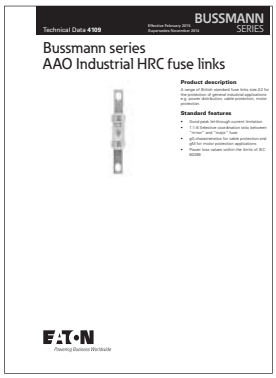
What will stay the same?

- Customer account numbers
- Payment addresses
- EDI processes
- Product catalogue numbers
- Product specification numbers
- PO numbers
- Legal entities
- Product quality and performance

MARKETING COLLATERAL

- All marketing collateral such as price lists, data sheets and catalogues will carry the Eaton logo. Bussmann series will be displayed in the top bar, in the top right hand corner





Please note: Customers should expect some variations in products, packaging, technical documents and marketing collateral as we undergo the rebranding.

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