



Contact:
Jen Novotny
Bader Rutter & Associates
Phone: (262) 938-5540
jnovotny@bader-rutter.com

www.us.schneider-electric.com/OEM

SCHNEIDER ELECTRIC LAUNCHES INDUSTRY'S FIRST-EVER OEM TECHNOLOGY AND SOLUTIONS CENTER

PALATINE, III. — October 25, 2007 — Schneider Electric announces the launch of a revolutionary technology center to support automation and control OEMs, the first-ever such resource in the industry. The OEM Technology and Solutions Center (TASC) brings together a dedicated team of industry specialists from multiple disciplines who serve as a single-point resource for technical and application support. The center is located in Raleigh, N.C., and its experts have in-depth knowledge of the key industries they serve.

The OEM TASC will focus its support on OEMs, system integrators and control panel builders who have customers in the material handling, HVAC, pump, crane and hoist, packaging, elevator/escalator and transportation wash industries. The center also can assist other OEM machine builders with their specific applications.

“The opening of the OEM TASC is a continuation of Schneider Electric’s objective to provide expert resources and greater service and support to its customers,” said Ian Hitchins, director, OEM Technology and Solutions Center, Schneider Electric North American Operating Division. “No one else in the industry is offering this level of specialization. With our mature resources and experience in application-specific automation and control solutions, we can provide OEMs with collaborative support and higher-value solutions in a true partnership where we can grow their business with ours.”

OEMs face an increasing need to differentiate themselves and be more than just a product provider in the midst of growing competition and pricing pressure. To remain competitive, OEMs must adapt to ever-changing industry needs and leverage partnerships to pull in resources wherever possible. This need was the impetus for the development of the Schneider Electric OEM TASC.

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Schneider Electric
North American Operating Division
1415 South Roselle Road
Palatine, IL
60067-7399
Tel. (1) 847-397-2600
Fax (1) 847-925-7271
<http://www.us.schneider-electric.com>

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The center's teams of industry specialists, application design engineers and project managers provide co-engineering, co-design and pre-sales support to help OEMs design a system, build prototypes, provide complete documentation, and assemble a total packaged solution. The center also will offer solution quotations, CAD drawings and panel designs.

"OEMs need specialists in their machine application — experts who can talk their language and that of their customers, and who can understand the solutions needed," said Hitchins. "We believe that using the OEM TASC to design and develop total packaged systems assures OEMs an efficient process to deliver productive and effective solutions to customers."

When necessary, the OEM TASC will pull resources from within Schneider Electric companies and partners, both locally and globally, to provide further expertise and customer support.

For more information about the Schneider Electric OEM TASC, visit www.us.schneider-electric.com/OEM.

Headquartered in Palatine, Ill., the North American Operating Division of Schneider Electric had sales of \$3.7 billion (U.S.) in 2006. The North American Operating Division is one of four operating divisions of Schneider Electric, headquartered in Paris, France, and markets the Square D[®], Telemecanique[®] and Merlin Gerin[®] brand products to customers in the United States, Canada and Mexico. In the United States, Schneider Electric is best known by its flagship Square D brand, with Telemecanique becoming increasingly known in the industrial control and automation markets and supported by many Square D distributors. For 100 years, Square D has been a market-leading brand of electrical distribution and industrial control products, systems and services. Schneider Electric is a global electrical industry leader with 2006 sales of approximately \$17.2 billion (U.S.). Visit Schneider Electric on the Internet at:

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Square D Literature Fulfillment Center
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or e-mail to: SquareD@banta.com

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