



**Contact:**

Jeanne Schweder  
EMA | PriceMcNabb  
Phone: (704) 916-6173  
Fax: (704) 375-0222

[Jschweder@eric.mower.com](mailto:Jschweder@eric.mower.com)

<http://www.us.telemecanique.com>

**SCHNEIDER ELECTRIC FORMS NATION'S LARGEST AUTOMATION CHANNEL**

*Automation needs everywhere prompt move toward easier access*

**PALATINE, III.** – July 14, 2005 – In response to growing customer demand for automation products outside traditional industrial applications, Schneider Electric will now supply Telemecanique® programmable logic controllers (PLCs) and other related products through its entire Square D® distribution channel, the electrical industry's largest. The move by one of the world's largest suppliers of electrical and automation products reflects the evolution of Telemecanique PLC hardware and software, which today makes it simple to apply the technology to a wide range of commercial and process applications.

With more than 1,500 distributor locations in the United States, Schneider Electric and its authorized Square D distributors provide a comprehensive nationwide network that assures easy access to products and technical support for customers. The U.S. channel includes distributor locations in the continental United States, Alaska and Hawaii, as well as Puerto Rico, Guam, American Samoa and the U.S. Virgin Islands. It has been estimated that a Square D distributor branch is located within a 30-minute drive of any customer.

Schneider Electric manufactures and distributes electrical and automation products that bear the Square D and Telemecanique brands, which include Modicon® PLCs. Modicon introduced the first commercial PLC in 1968 and was acquired by Schneider Electric in the 1990s. It is now the company's global brand for its entire line of PLC products, which are available worldwide in more than 130 countries.

"While we will continue to support the more than 200 distributors who are focused on serving the specialized needs of industrial and OEM customers, extension of the authority to sell Telemecanique automation products to our entire channel reflects growing customer demand for the benefits of advanced Telemecanique automation technology in thousands of other applications, such as building automation, telecommunications, pipelines, transportation, warehousing and power distribution stations," said Bill Snyder, Vice President, Channel Development, for Schneider Electric.



**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>

“Even applications that touch the everyday lives of the average consumer, like car washes, bowling alleys, garage door openers, lawn irrigation systems and appliances, are using PLCs to improve product reliability and performance and reduce energy consumption,” said Snyder. “Automation is now everywhere and our distribution channel is uniquely positioned to help all customers readily access advanced Telemecanique technology.”

The extensive nature of the Square D distribution channel has long made it an important force in bringing the benefits of new technology developments to U.S. consumers and businesses. “As they did with the introduction of circuit breaker technology in the 1950s, which made it safer to use electricity in every home and business, we expect our distributors to make it easier for millions of customers to reap the benefits of Telemecanique automation technology in their applications,” said Snyder.

The decision to expand authority to sell Telemecanique automation products to the entire Square D distribution channel, which took effect July 1, is expected to significantly increase new business opportunities for the company’s distributors. Premier Distributors will gain the benefit of having Telemecanique automation products added to the Premier program and receive all the support and financial benefits associated with the Premier program.

The PLC, first developed in the 1960s to help the automotive industry improve the efficiency of production equipment, is now found in nearly every industrial machine and process. In the past decade, however, the PLC has moved beyond the factory floor as hundreds of businesses have sought to automate their equipment. This mainstreaming of the PLC has been accompanied by product development efforts by suppliers like Schneider Electric to build in intelligence through microprocessors and to simplify software to make the technology easier to operate and maintain.

“For the past decade, our Telemecanique product development efforts have been focused on making the PLC not only smaller, smarter and faster, but also easier and less expensive to connect to Ethernet and the World Wide Web, which every business relies on today to manage its processes and communicate with its suppliers and customers,” said Snyder. Schneider Electric introduced the world’s first PLC with an embedded Web server in 1997 and has sold more Ethernet-ready automation and electrical devices than any other electrical products manufacturer in the world. “This capability also makes it easier to connect our PLCs to other manufacturers’ products, which is particularly appealing to non-industrial customers who typically insist on an open architecture for their systems,” added Snyder.

For more information on Telemecanique automation and control solutions from Schneider Electric, visit [www.us.telemecanique.com](http://www.us.telemecanique.com) or contact an authorized Square D distributor.

Headquartered in Palatine, Ill., the North American Operating Division of Schneider Electric had sales of \$2.6 billion (U.S.) in 2004. 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 2004 sales of approximately \$12.8 billion (U.S.). Visit Schneider Electric on the Internet at:

- Corporate – <http://www.us.schneider-electric.com>
- Telemecanique Products – <http://www.us.telemecanique.com>
- Square D Products – <http://www.us.squared.com>
- Merlin Gerin Products – <http://www.us.merlengerin.com>

# # #

*This release is submitted for consideration in both print and Web publications*

Please send all reader inquiries to:  
Square D Literature Fulfillment Center  
W6545 Quality Drive  
Greenville, WI 54942  
Attention: Sue Tebo  
800-392-8781  
or e-mail to: [SquareD@banta.com](mailto:SquareD@banta.com)