



Contact:
Gregg Voss
Bader Rutter & Associates
Phone: (262) 938-5537
Fax: (262) 938-5422
gvoss@bader-rutter.com

www.squared-services.com

**POPULAR ELECTRICAL SAFETY AWARENESS VIDEO
NOW AVAILABLE ON SQUARE D® SERVICES WEB SITE**

PALATINE, III. – January 10, 2008 – Square D® Services from Schneider Electric announced today that its popular and informative electrical safety video, titled “It’s a Matter of Your Safety,” is now available for viewing and download at www.squared-services.com. The video allows industrial facility managers and business owners the opportunity to facilitate a safer environment for their employees by educating electrical workers and safety managers on the importance of safe work practices, as well as hazards of electrical accidents.

“Arc flash accidents that cause death or serious injuries to workers occur five to 10 times every day in the United States, but they are entirely preventable,” says Joseph Weigel, Product Manager, Square D Services. “The goal of the electrical safety video is to significantly reduce these statistics. This new delivery option will allow wider dissemination of important safety information to anyone who is faced with the hazards of electrical shock, electrocution, arc flash and arc blast.”

The video contains actual arc flash incidents that were created in a high-power test lab at Square D/Schneider Electric’s Cedar Rapids facility that illustrate to the viewer how dangerous these events can be. Though the video is very useful in providing basic awareness of electrical hazards, it does not replace specific training for workers that is required by electrical safety codes and standards. Users have free access to view the video or download it after completion of a brief registration form at the Square D Services Web site.

Significant changes have occurred over the past few years in the codes and standards that address electrical workplace safety, specifically NFPA 70E: Standard for Electrical Safety in the Workplace,

-MORE-

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



Square D Services Electrical Safety Video Now Online/Page 2

and the National Electric Code (NFPA 70). While most experienced electrical workers are aware of the hazard of shock and electrocution that can result from inadvertent contact with energized electrical conductors, many are not fully aware of the magnitude of danger presented by arcing faults. An arcing fault in electrical equipment, commonly called an arc flash, is a sudden and unexpected release of thermal and blast energy that results when insulation distances within the equipment are unintentionally compromised.

For more information about Square D Services, call 1-888-SQUARED or visit <http://www.squared-services.com>.

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:

- 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: Christine Lautenschlager
800-392-8781
or e-mail to: SquareD@banta.com

Square D[®], Telemecanique[®] and Merlin Gerin[®] are trademarks or registered trademarks of Schneider Electric and/or its affiliates in the United States and/or other countries.



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

