

Pow-R-Xpress

Eaton's Pow-R-Xpress stocking program

Excelling with light commercial
products through distributor stock

EATON

Powering Business Worldwide





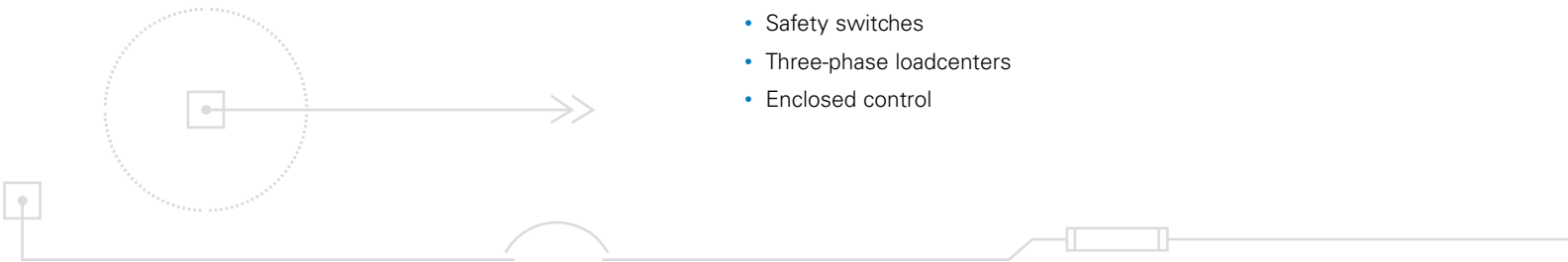
Eaton's Pow-R-Xpress stocking program—making light commercial business easier

Pow-R-Xpress is Eaton's enhanced stocking program focused on supporting light commercial projects and small jobs through the distributor's stock.

The Pow-R-Xpress program gives distributors greater control over inventory levels, costs and pricing while enabling their customers to complete small projects, easier and faster—ensuring repeat business.

The Pow-R-Xpress program includes the following products:

- Panelboards, unassembled (interiors, mains, boxes and trims) for PRL1X and PRL2X panelboards
- Branch feeder breakers (bolt-on BAB/QBHW/GHQ/GHB) for PRL1X and PRL2X panelboards
- Dry-type distribution transformers
- PRL3X and PRL4X power panelboards for light commercial jobs in two weeks from local satellite plant
- Safety switches
- Three-phase loadcenters
- Enclosed control

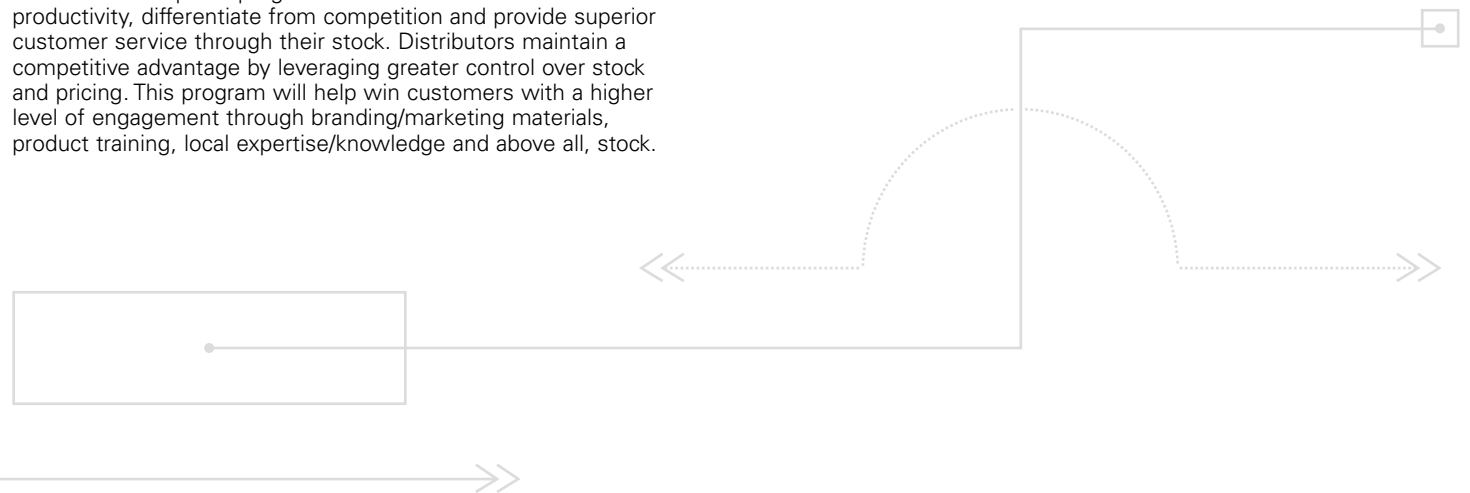


To learn more about Eaton's Pow-R-Xpress program, contact your Eaton sales representative.



How distributors will benefit from the Pow-R-Xpress stocking program

Eaton's Pow-R-Xpress program enables distributors to increase productivity, differentiate from competition and provide superior customer service through their stock. Distributors maintain a competitive advantage by leveraging greater control over stock and pricing. This program will help win customers with a higher level of engagement through branding/marketing materials, product training, local expertise/knowledge and above all, stock.



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How contractors will benefit from the Pow-R-Xpress stocking program

When contractors work with a trusted Pow-R-Xpress distributor, they get reliable, on-time access to the Eaton products they need. Trained experts will assist them every step of the way, from understanding application needs to helping select the right products, while offering tips for quick and easy installation. Contractors will also get access to Eaton's custom product solutions for unique project applications.

Your contractors will be able to:

- Respond to quick-turn opportunities
- Get fast access to the distributor inventory of products, so contractors have what's needed at the job site
 - Specification changes, corrections
 - Last-minute requests to complete the job
- Partner with experts who are trained on the products and applications
- Access configurators and tools to select the right product for the job
- Connect with manufacturer experts, operations, etc.
- Get proper assembly matching with color-coordinated labels

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Pow-R-Xpress features and benefits

Enhanced branch feeder breaker pricing strategy (BAB/QBHW/GHQ/GHB branch breakers)

- Reduced into stock carrying cost, distributor stock price (DSP)
- Reduced DSP allows capture of aftermarket business, being competitive against the gray market, without the need for special negotiations or additional customer specific price (CSP)
- Better pricing for branch feeder breakers for a new panelboard out of stock:
 - For those who prefer CSPs, there are new common CSPs at much more competitive pricing, which allows panelboard pricing equivalent to Bid Manager distributor order entry (DOE) pricing
 - For those who prefer to use project rebate on stock (PROS), new PROS discount features lower discounts

Enhanced total package strategy (panelboards, safety switches and dry-type transformers)

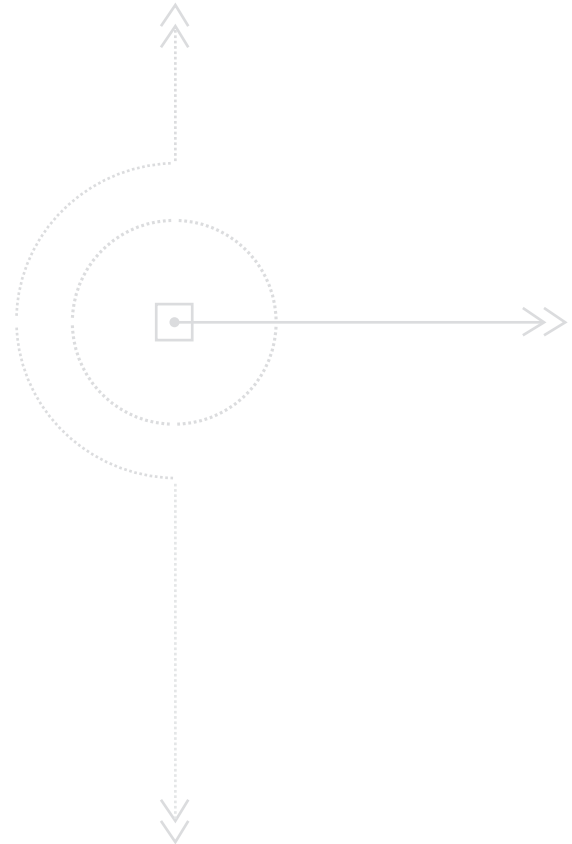
- DSP pricing for transformers and safety switches reviewed for overall better package pricing for small projects through stock
- Price differentiation advantage, with overall price through stock for small projects being lower than those quoting drop ship via Bid Manager
- Lead-time differentiation advantage, with the lead time now from stock vs. factory lead times quoted by others

Enhanced satellite support

- Power panelboards in two weeks from satellite, for only a small premium of typical main plant price
- Power panelboards are fully assembled, unlike the competitors' unassembled kits
- Intended for small light commercial jobs
- Standard power panelboards
- Remaining lighting panelboards, safety switches and transformers to be supplied from distributor stock

Lucrative Eaton Distributor Advantage Program (EDAP) stock incentive

- Increase profitability, providing light commercial small jobs through stock and driving stock inventory turns
- All Pow-R-Xpress products are part of Eaton's standard distribution equipment, yielding higher base rebate for stock purchases vs. drop ship



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How do I qualify?



The criteria and standards outlined below must be met to qualify and maintain membership.

1. Annual stock purchases

Criteria for requirements are based upon the light commercial market size (small, medium, large) of the NEMA® Trade Area of the branch location.

Consult with your local Eaton team for determining the light commercial market size (small, medium, large).

- Special requirement—Must stock, promote and include Eaton transformers in small job package; use of competitors' products with this program is prohibited and subject to cancellation of program

Pow-R-Xpress stock purchases, minimum requirements:

Pow-R-Xpress product	Annual minimum requirement, stock purchases per light commercial market type		
	Small	Medium	Large
Dry-type distribution transformers	\$12,000	\$24,000	\$36,000
Safety switches	\$12,000	\$24,000	\$36,000
Panelboards, unassembled	\$12,000	\$24,000	\$36,000
Branch feeder breakers	\$20,000	\$35,000	\$50,000
Total	\$56,000	\$107,000	\$158,000

Note: For Hub & Spoke distribution operations, a sum of the branch spoke location requirements must be calculated.

Example, Hub & Spoke with 3 small, 2 medium and 1 large would calculate as:

$(3 \times \$56,000) + (2 \times \$107,000) + \$158,000 = \$168,000 + \$214,000 + \$158,000 = \$540,000$ for entire Hub & Spoke operation.

2. Customer support

- Identify and maintain an Eaton Pow-R-Xpress champion per branch location
- The champion will be your program expert in products, selection, pricing, quoting and fulfilling through stock
- Maintain program proficiency through Eaton with local training of staff, including inside sales, outside sales and counter personnel capable of supporting light commercial small jobs through stock

3. Marketing and promoting

- Be actively engaged in promoting the Pow-R-Xpress program through internal and external distributor marketing campaigns
- Maintain and update all Eaton point-of-purchase sales merchandise to meet current branding requirements
- Maintain a counter sales and/or display area to actively promote Pow-R-Xpress products through stock

What are my commitments?

- Meet annual stock purchase requirements
- Have an Eaton Pow-R-Xpress champion per branch who will be the program expert in all Pow-R-Xpert products, selection, pricing, quoting and fulfilling through stock
- Maintain program proficiency through Eaton with local training of staff, including inside sales, outside sales and counter personnel capable of supporting light commercial small jobs through stock
- Be actively engaged in promoting the Pow-R-Xpress program through internal and external distributor marketing campaigns
- Maintain and update all Eaton point-of-purchase sales merchandise to meet current branding requirements




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How do I take my first steps and start winning today?

Contact your local Eaton sales representative.
Learn more about the Pow-R-Xpress program
at Eaton.com/PRX.





We make what matters work.*

* At Eaton, we believe that power is a fundamental part of just about everything people do. Technology, transportation, energy and infrastructure—these are things the world relies on every day. That’s why Eaton is dedicated to helping our customers find new ways to manage electrical, hydraulic and mechanical power more efficiently, safely and sustainably. To improve people’s lives, the communities where we live and work, and the planet our future generations depend upon. Because that’s what really matters. And we’re here to make sure it works.

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