

Wiring Devices

March 2019 Product Marketing Call

March 12th and 13th



Powering Business Worldwide

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Agenda

- New Product Launches
 - Color Coded Locking Devices
 - USB Devices – High Power Charging
- Marketing Communications
- Order Center

Color Coded Locking Devices Product Launch

Ian Romeo

Black and White → Color Coded

What's Changing

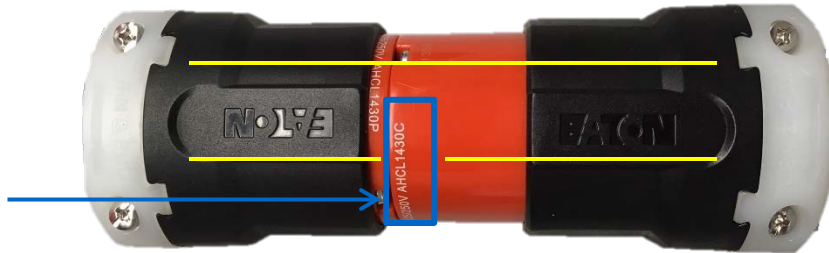


Color Coding for voltage rating across entire family of locking devices



Eaton branding on device shell

Highly visible, durable pad printing that shows device rating even while in use



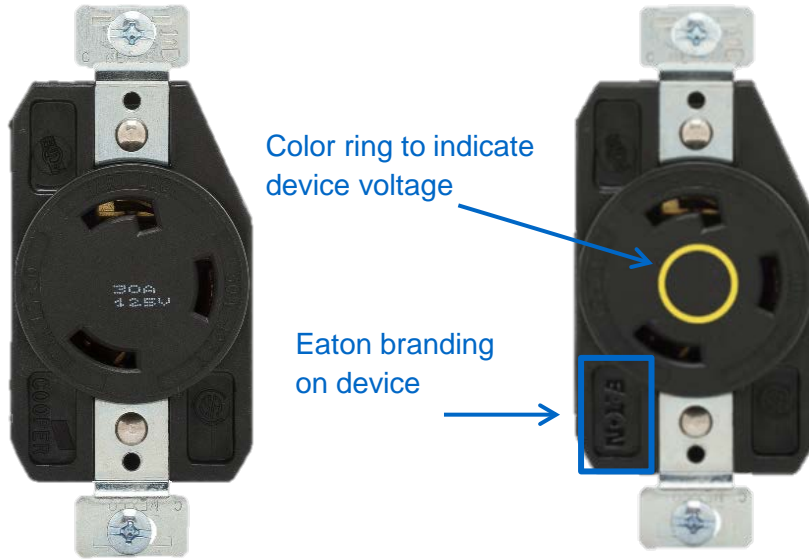
Alignment indicators that help orient the plug and connector during installation



Enhanced tooling for clearer markings and Eaton branding on device face

Black and White → Color Coded

What's Changing



Redesigned terminals for easy seating of conductors with no bunching of wire strands

Black and White → Color Coded

What's Not Changing



- Captivated, tri-combo screws
- Ergonomic ultra grip design and durable nylon shells
- Double dovetail cord grips for superior cord retention
- Reversible grommets for a wide range of cord diameters: 0.38" – 1.00:



- Glass-filled nylon bodies
- One piece brass contacts
- Back and side wiring terminals

Color Coded Locking

Launch Timing

Launching Today

- Phase 1 of Color Coded Locking devices
- Top 32 ultra grip SKU's
 - ~80% of volume sold
 - Full SKU details on next slide
- New part numbers will start with the Prefix: **AHCL**
 - AHL1420P ->
AHCL1420P

Launching End of March

- **ALL** Color Coded locking receptacles
- Includes all 20A & 30A locking families except:
 - L2, L9, L12, L13, L24, L25 & L26
- Color coding also included on 30A 125/250V & 120/208V Non-NEMA receptacles:
 - AHCL3330R
 - AHCL3430R
- Isolated Ground receptacles (**IGL** prefix) **are not** affected by color coding

Launching in Q3 2019

- All remaining Color Coded Locking devices
- Non-NEMA and Data Center devices are not included
- Color coding does not affect flat cable (**F** suffix) or all black devices (**BK** suffix)

Color Coded Locking Ph. 1 –

Stock Qty

Old Catalog number	Units in Stock	NEMA	NEW Color Coded Catalog number	Units in Stock
AHL520C	36	L5-20	AHCL520C	670
AHL520P	663	L5-20	AHCL520P	1230
AHL530C	10	L5-30	AHCL530C	308
AHL530P	463	L5-30	AHCL530P	338
AHL620C	0	L6-20	AHCL620C	738
AHL620P	710	L6-20	AHCL620P	1138
AHL630C	1303	L6-30	AHCL630C	750
AHL630P	166	L6-30	AHCL630P	970
AHL720C	162	L7-20	AHCL720C	240
AHL720P	499	L7-20	AHCL720P	700
AHL820P	581	L8-20	AHCL820P	358
AHL1420C	0	L14-20	AHCL1420C	260
AHL1420FI	373	L14-20	AHCL1420FI	200
AHL1420P	0	L14-20	AHCL1420P	730
AHL1430C	41	L14-30	AHCL1430C	638
AHL1430FI	421	L14-30	AHCL1430FI	330
AHL1430P	1242	L14-30	AHCL1430P	1288

Old Catalog number	Units in Stock	NEMA	NEW Color Coded Catalog number	Units in Stock
AHL1520C	242	L15-20	AHCL1520C	470
AHL1520P	50	L15-20	AHCL1520P	850
AHL1530C	295	L15-30	AHCL1530C	410
AHL1530P	564	L15-30	AHCL1530P	950
AHL1620C	325	L16-20	AHCL1620C	390
AHL1620P	219	L16-20	AHCL1620P	850
AHL1630C	156	L16-30	AHCL1630C	630
AHL1630P	1118	L16-30	AHCL1630P	1210
AHL1730C	17	L17-30	AHCL1730C	228
AHL1730FO	300	L17-30	AHCL1730FO	200
AHL1730P	79	L17-30	AHCL1730P	418
AHL2120C	88	L21-20	AHCL2120C	190
AHL2120P	74	L21-20	AHCL2120P	200
AHL2130C	191	L21-30	AHCL2130C	160
AHL2130P	0	L21-30	AHCL2130P	200

Color Coded Locking Ph. 1 – *Transition Plan*

March 2019

- 50% of production volume is Color Coded Locking
- 50% of production volume is Black and White Locking

April 2019

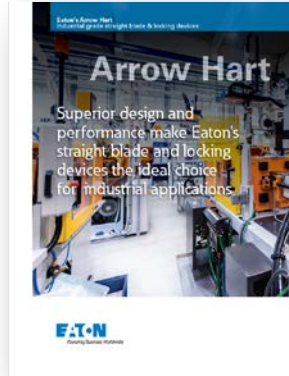
- 75% of production volume is Color Coded Locking
- 25% of production volume is Black and White Locking

May 2019

- 75% of production volume is Color Coded Locking
- 25% of product volume is Black and White Locking
- Last-time build of Black and White product for US

- During transition period, Black and White product can still be purchased so long as there is stock
 - After May 2019, Black and White locking devices will no longer be produced for the US market
- If remaining stock of Black and White products isn't large enough to fill full customer order, Order Entry will recommend Color Coded devices
- Returns for warranty claims will still be accepted after May 2019 (up to standard warranty period)

Spec Sheets and Brochures



- New spec sheets for all color coded locking families
- Includes line drawings for all products

- New, updated Straight Blade & Locking Devices brochure
- Includes all Color Coded Locking products
- Now includes auto grip straight blade devices
- Available in print – [BR630009EN](#)

Color Coded Locking

Driving Specifications

- Spec position is key to driving commercial and industrial business
- All Eaton spec position should follow consistent naming:
 - Eaton Wiring Devices Color Coded Locking
 - Eaton Arrow Hart Devices Color Coded Locking
- Naming that cannot be used:
 - Cooper Wiring Devices
 - Hart-Lock
 - Competitor Naming conventions



Manufacturer	Eaton	Hubbell	Leviton	P&S
Trade/Brand Name	Arrow Hart Locking	Twist-Lock®	Black & White®	Turnlok®

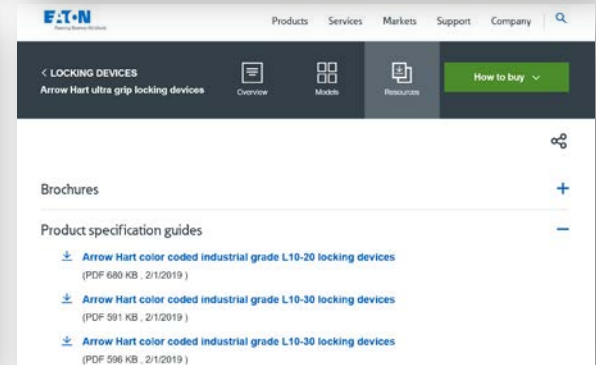
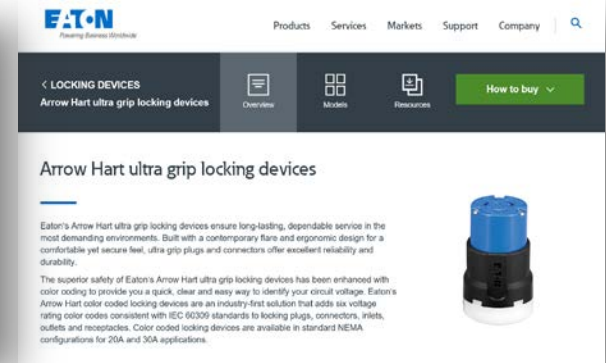
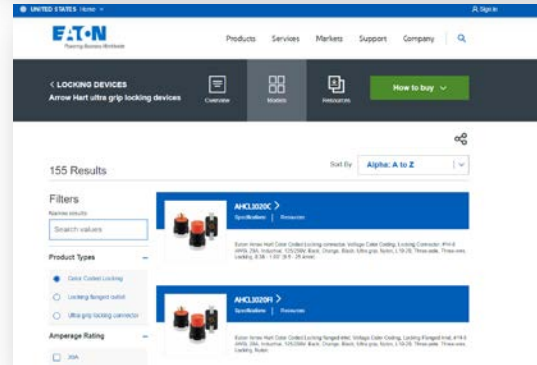
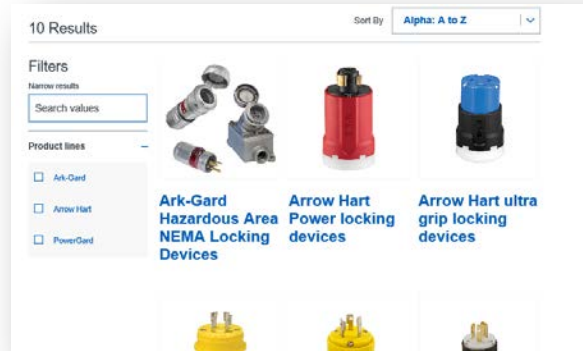
Launch Materials

- Color Coded Locking sample tube
- NEMA Selector Flip Chart
 - Individual pages for each NEMA family
 - Includes quick reference for voltage, NEMA configuration, and color coding
 - Includes table for new catalog numbers
- Eaton Color Coded Locking leave behind
- Color Coded Locking Display
 - Includes color coding reference and table for catalog numbers on back
- More coming soon!



New Website

- All Color Coded Locking devices are located on the new Wiring Devices website
- From Eaton.com navigate to the 'Wiring devices & connectivity' product category and select "Locking Devices"
- Select "Arrow Hart ultra grip locking devices"
- All Color Coded Locking products are listed under "Models"
- All spec sheets and brochures are under "Resources"



Color Coded Locking

Applications and installations

- Industrial machinery and equipment
- Welders, generators, power distribution units (PDUs)
- Stage and entertainment equipment
- Trade shows, conventions, temporary power



Typical customers

- Electrical Contractors (Commercial and Industrial)
- Specifiers
- MRO – Maintenance and Repair
- Facility Management
- MOEM – Machine Original Equipment Manufacturers



Color Coded Locking

What to look for

- Buildings that have multiple circuit voltage ratings and applications
- Portable equipment where frequent reconfiguration and setups occur
- Environments where high durability and robust locking devices are used for NEMA and Non-NEMA configurations
- Labor savings on the job site
- Safety conscious users who appreciate the color code for quick identification of circuit voltage

Important questions

- Do you have multiple equipment voltages inside your facility?
- Do you have a hard time identifying the voltage rating on your electrical circuits?
- Do you need quick and easy voltage identification to save time and labor during installations?
- Are safety and labor savings important at your facility?



Color Coded Locking

How it addresses business challenges

- First to market for a complete locking devices line that has a clear identification from voltage rating
- Double dove tail cord grip provides superior cord alignment and clamp force for cord retention
- Highly visible and long lasting circuit ratings that are printed on the devices

Key selling points

- Six color codes consistent with IEC 60309 standard to identify voltage ratings at a glance
- Voltage ratings can be quickly determined even when devices are mated
- Additional information printed on product in locations which is visible even when devices are mated
- Scalloped shell on plugs and connectors are easier to handle and grip during use
- Cord jacket is less likely to slip away from device grip leaving wires fully protected



Color Coded Locking

Possible customer reactions and corresponding replies

Reaction

Will this work in wash-down environments?

Will this work in most commercial and industrial environments?

What color coding convention does this new product follow?

Is this color coding replacing other industry adapted conventions?

Reply

No – please use the Eaton Watertight (Yellow elastomeric) devices

Yes – the Eaton Ultra grip is suitable for most applications

IEC 60309 Pin & Sleeve standard

No – it is merely adoption the IEC 60309 color standard for voltage rating



Product Line

For More Information Contact:

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Residential & Wiring Device Division

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Phone: (770) 632-2224

Product Launch – USB Family

High Power Charging and USB-C Solutions
Brian Groenig and Rebecca Bitter



Never miss a moment

with Eaton's full line of USB charging receptacles

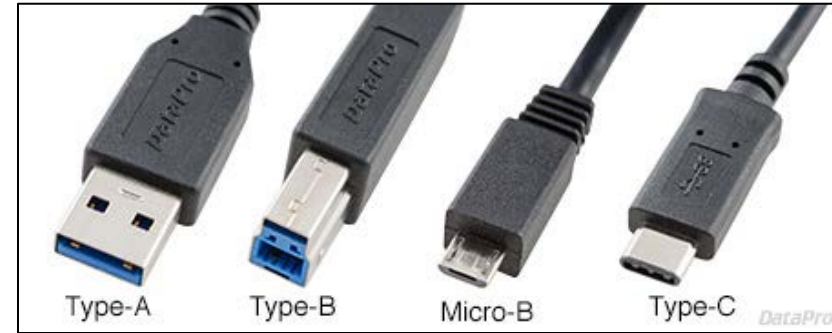
Higher speed charging
devices now available
in Type-A, Type-A/C
and Type-C





USB Connector Types Overview

- Evolution for USB has consisted of form factors and applications
 - Main development focus was data transfer
- USB-C was first published in 2014 – now realizing mainstream application (also called USB-C)
- USB Classifications
 - Class 2 – Data transfer and charging
 - Audio Device – Digital and Analog signals
 - Power Delivery – Bi-directional charging
 - USB 3.2 – SuperSpeed data rates

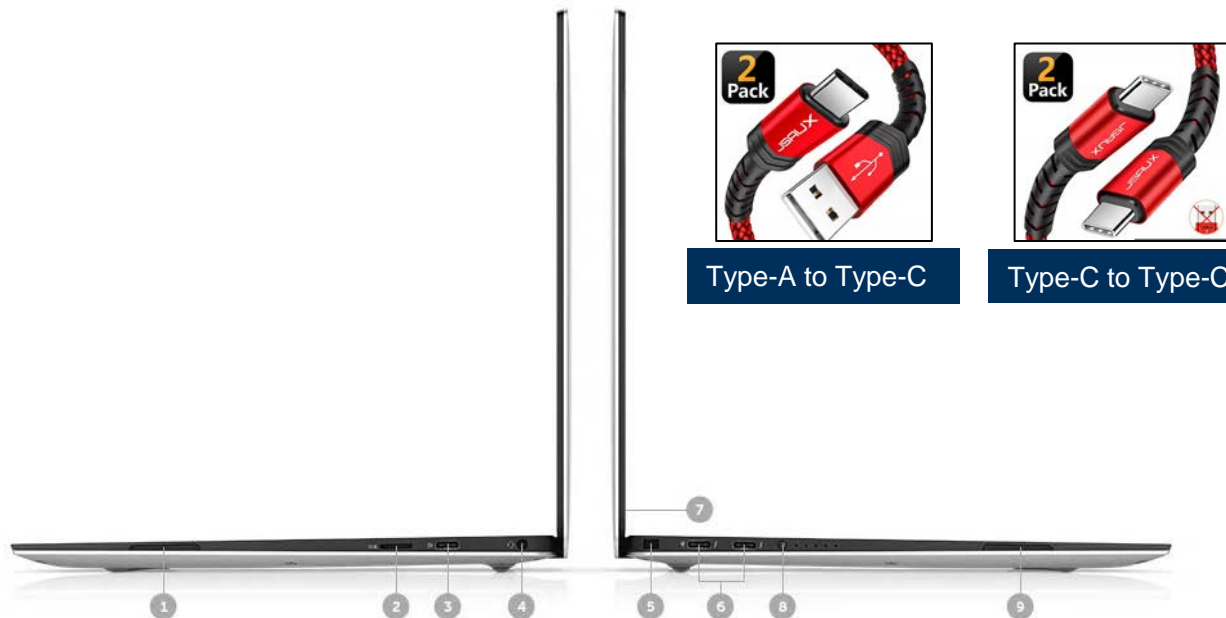


Market is transitioning to USB Type-C

Beginning to see electronics no longer using Type-A

Customers will need Type-A and Type-C during transition

Type-C offers more features – electronics will fully migrate



Ports & Slots

1. Speaker | 2. microSD slot | 3. [USB-C 3.1 with PowerShare DC-In](#) & Displayport | 4. Headset jack | 5. Noble lock slot | 6. 2x Thunderbolt™ 3 with PowerShare, DC-In & DisplayPort (4 lanes of PCI Express Gen 3) | 7. Infrared camera | 8. Battery gauge indicator | 9. Speaker

New USB Offering – High Power Charging



USB-A
5A Charging










USB-A/C
5A Charging










USB-C
5A Charging

- Offers fast, convenient and efficient charging of Type-A, A/C and C devices including smart phones, tablets and more in residential and commercial environments
- Features include:
 - High-powered dual USB ports - rated with a max charging capacity of 5A
 - USB-C offers reversible ports - allowing for consistent charging regardless of plug-in orientation
 - Tamper resistant shutters - compliant with 2017 NEC® Article 406.12

USB Receptacle Offering

							
P/N	TR7740	TR7741	7750	TR7755/56	TRUSB5A	TRUSBAC	TRUSBC
USB Type	Type A	Type A	Type A	Type A	Type A	Type A/C	Type C
Rating	0.7A	2.4A	3.1A	3.1A	5.1A	5.1A	5.1A
# of power outlets	1	1	-	2	2	2	2
Termination	Wire Lead	Wire lead	Wire lead	Wire lead	Back wire	Back wire	Back wire

Consolidated USB Offering

							
P/N	TR7740	TR7741	7750	TR7755/56	TRUSB5A	TRUSBAC	TRUSBC
USB Type	Type A	Type A	Type A	Type A	Type A	Type A/C	Type C
Rating	0.7A	2.4A	3.1A	3.1A	5.1A	5.1A	5.1A
# of power outlets	1	1	-	2	2	2	2
Termination	Wire Lead	Wire lead	Wire lead	Wire lead	Back wire	Back wire	Back wire

Low power, not sufficient charging

Price sensitive and Mid-Tier solutions

Higher power, capable of charging today's devices



Product Availability



USB-A
5A Charging



USB-A/C
5A Charging







USB-C
5A Charging

- Product “Launch”:
 - March 2019
- Product available in DC – ready for orders!!!
- 15A and 20A offering
- Transition out of the TR7740 as we sell off inventory



Competitive Summary

5A, USB-A/C and USB-C

	 <p>TRUSBAC</p> <p>TRUSBAC</p>	 <p>USB_C5</p> <p>USB_AC5</p>	 <p>T5635*</p> <p>T5633</p>	 <p>R26USBBC</p> <p>R26USBAC</p>
Manufacturer	Eaton	Hubbell	Leviton	P&S
Amp Rating	5.1A	5A	5.1A, 6A*	3.1A
Receptacle Rating	15A/ 20A	15A/ 20A	15A*/ 20A	15A
Wiring Method	back and side wire	back and side wire	back and side wire	back and side wire
Color Offering	White, Light Almond, Ivory, Gray, Black, Brown	White, Light Almond, Ivory, Gray, Black, Brown	White, Light Almond, Ivory, Gray, Black, Brown	White, Light Almond, Ivory, Nickel, Dark Bronze, Black
USB Types	Type A, Type A/C, Type C	Type A, Type A/C, Type C	Type A, Type A/C, Type C w/ Power Delivery*	Type A, Type A/C, Type C
Other		Weather Resistant		

Leviton Launches Type-C Power Delivery

- Power Delivery is a higher power USB standard
 - 6A and 30W
 - Only delivers on 1 port
 - Devices have to be PD compliant
- Powerful enough to charge laptop
- Gaps in their line include a dual Type-A that's 5A and a dual Type-C that's 5A

LEVITON®



	Dual Type-C with Power Delivery (PD) and Tamper-Resistant Outlets	Type A and Type-C with Tamper-Resistant Outlets	Dual Type A with Tamper-Resistant Outlets	4-Port Type A
USB Charger	6A	5.1A	3.6A	4.2A
Total Charging Power	30W	25+W	18W	24W
Single Port Charging Power	30W	15W	12W	12W
Outlet Power	15A	Available in 15A and 20A	Available in 15A and 20A	n/a
USB Cable Compatible	3.1, 3.0, 2.0, 1.1	3.1, 3.0, 2.0, 1.1	3.1, 3.0, 2.0, 1.1	3.1, 3.0, 2.0, 1.1
Wiring	Back and side wiring	Back and side wiring	Back and side wiring	Wire leads

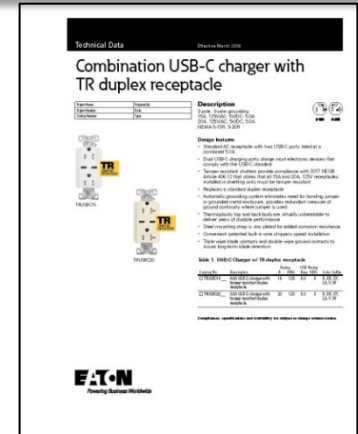
Product Launch Materials – Digital Assets

Digital assets

- New [Website](#) & social media
- 3 spec sheets
- 3 sell sheet and sales note
- New Brochure
- “Never Miss a Moment” [Video](#)

Never miss a moment

Our USB duplex receptacles offer quick and convenient charging of portable electronic devices directly from a standard outlet without bulky adapters or powered computers.

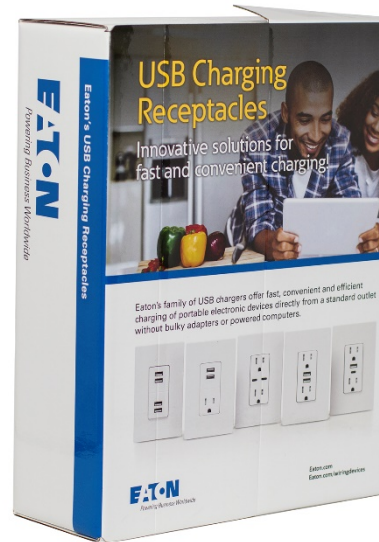


Product Launch Materials – Sales Aids

- Sample box
 - Featuring the 7755 and the 3 new 5A devices
 - Sent out last week - printed material also sent containing brochure and selling sheets
- Counter display
 - Limited quantity – avail mid April
 - Email Seth Hall for ordering



USB Counter Display
Powered and interactive





Product Line

For More Information Contact:

Rebecca Bitter

Associate Product Manager
Residential & Wiring Device Division

Email: rebeccajbitter@eaton.com

Phone: (770) 632-2245

Marketing Communications

Julie Hausmann / Seth Hall



Powering Business Worldwide

Marketing Communications

IBS, TNAH/TNAR, The Holmes Group Partnership

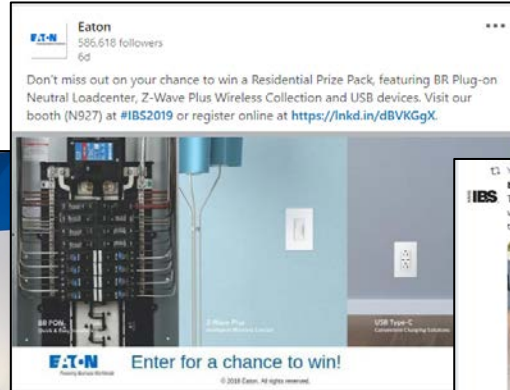
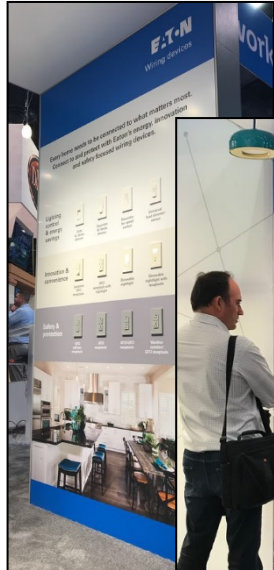
- RWDD and Lighting exhibited at IBS, **1000 leads collected**
- **First to Future home video featured Z-Wave Plus**
- **IBS 2019 Social Media – 180,446 impressions**; 3,479 engagement; 3.65% engagement rate; 444 video views
- Chance to win **Residential Prize Pack** thru advertisement, register online or at booth - to date an estimated over **60 registrations online!**
- NAHB partnership with Eaton to support Mike Holmes book signing - **over 125 in attendance**
- Partnership with The Holmes Group featured a live streaming event - “Battle of the Holmes”
 - **Over 100 in attendance, standing room only**
 - **Eaton social media - 333,795 impressions**; 4,734 engagement; 1.92% engagement rate; 25,843 video views
 - **Holmes social media - 125,625 total reach**
- RWDD and Lighting product installed at the **TNAH/TNAR** – Digital pre-show metrics, 8 leads

Pre-Show Promo Metrics	Sent	Delivery	Total Opens	Opens%	Unique Opens	Unique Opens%	Total Clicks By URL	Clicks By URL%	Unique Clicks By URL	Unique Clicks By URL%	Click Through Ratio	Click Through Ratio%
TNAH (4)	91,617	87,688	7,831	8.93%	6,211	7.08%	316	0.4%	264	0.30%	210	0.24%
TNAR (4)	58,690	56,768	4,743	8.36%	3,725	6.56%	220	0.39%	189	0.33%	143	0.25%

Marketing Communications



Social Media



Marketing Communications



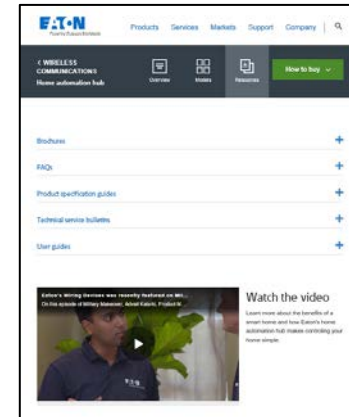
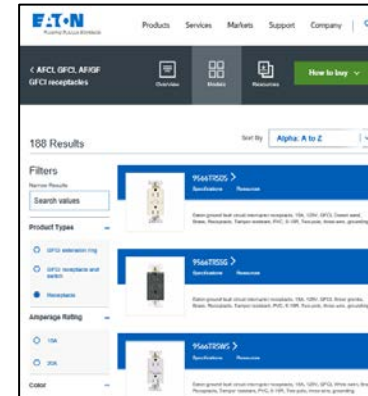
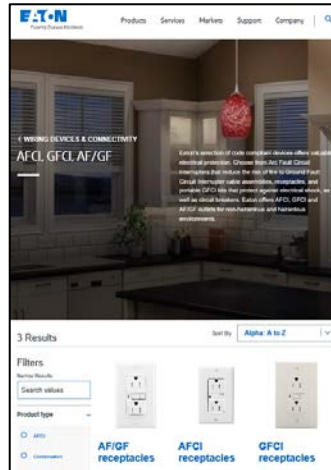
Social Media



Marketing Communications

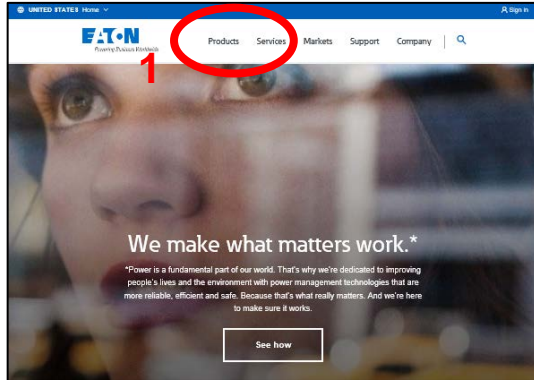
Eaton.com – Wiring Devices Launched NEW Pages

- Category pages
 - AFCI, GFCI, AF/GF
 - Wireless Communications
 - Receptacles
- Family pages -
 - AFCI
 - GFCI
 - AF/GF
 - Home Automation Hub
 - Z-Wave Wireless Communications
- Recently Launched
 - USB Receptacles
 - Surge Protection Receptacles
 - Z-Wave Plus Wireless Collection
- Launching
 - Locking Devices
 - Finalizing Receptacles

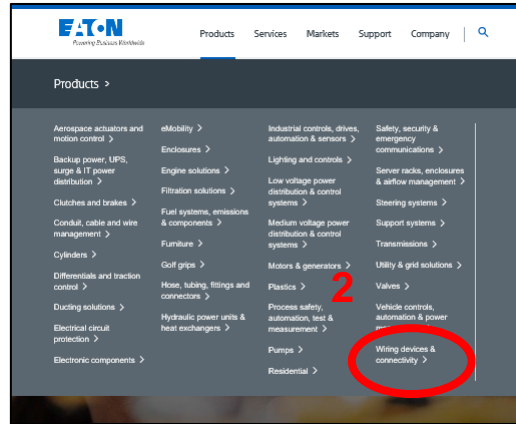


Marketing Communications

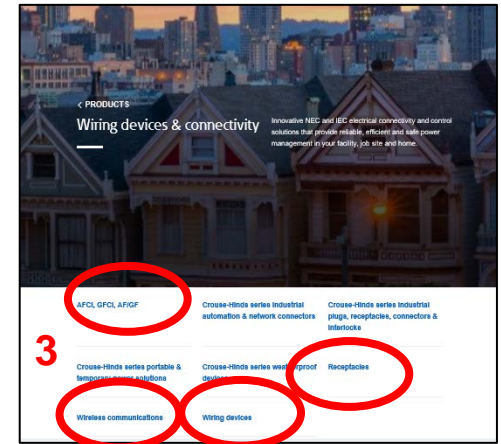
Eaton.com – Wiring Device NAVIGATION www.eaton.com



1. Products Tab



2. Navigate list



3. Navigate categories

- a) AFI, GFI, AF/GF
- b) Receptacles
- c) Wireless Communications
- d) Wiring Devices

Marketing Communications

Eaton.com – Wiring Device NAVIGATION www.eaton.com

On Wiring Devices and Connectivity

Chosen

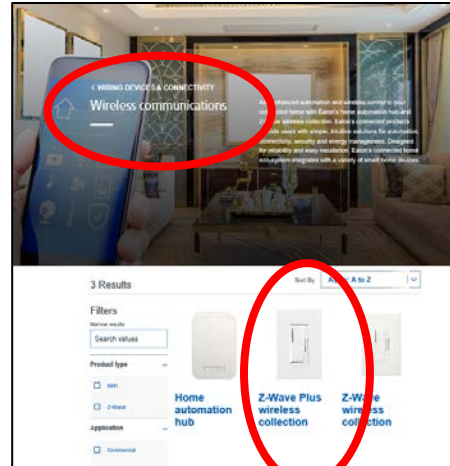
4. Wireless Communications

- Home Automation Hub
- Z-Wave Plus wireless collection
- Z-Wave wireless collection

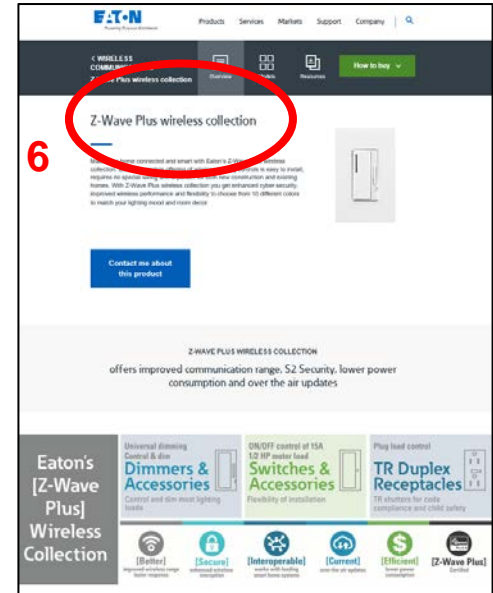
5. Z-Wave Plus wireless collection

6. Z-Wave Plus

4



5



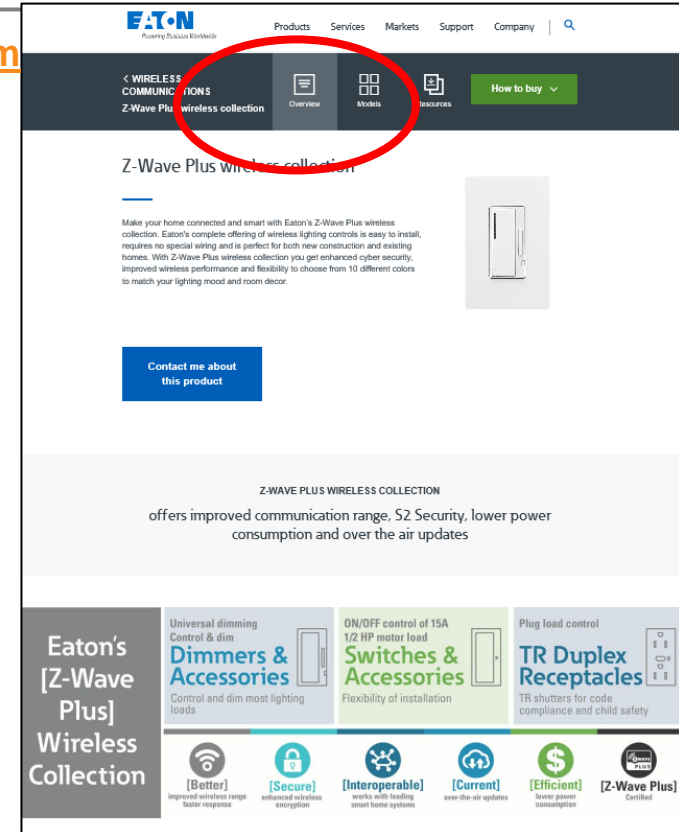
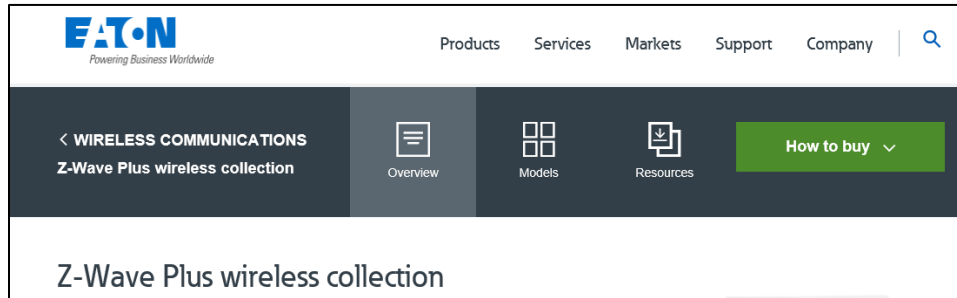
Marketing Communications

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Eaton.com – Wiring Device NAVIGATION www.eaton.com

On Wiring Devices and Connectivity

7. Z-Wave Plus wireless collection OVERVIEW



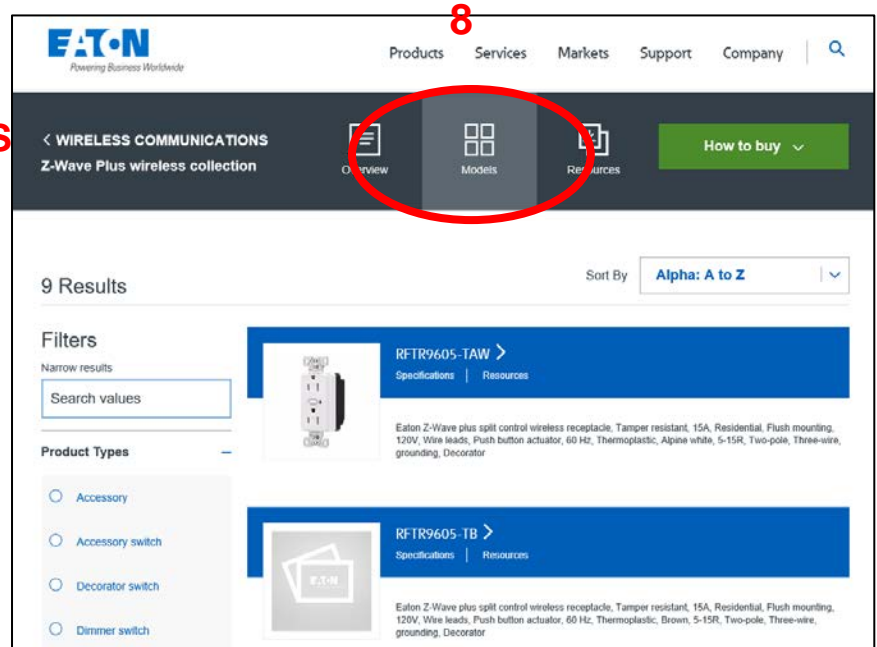
Marketing Communications

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On Wiring Devices and Connectivity

8. Z-Wave Plus wireless collection MODELS

Note- all content is driven by PDH



Marketing Communications

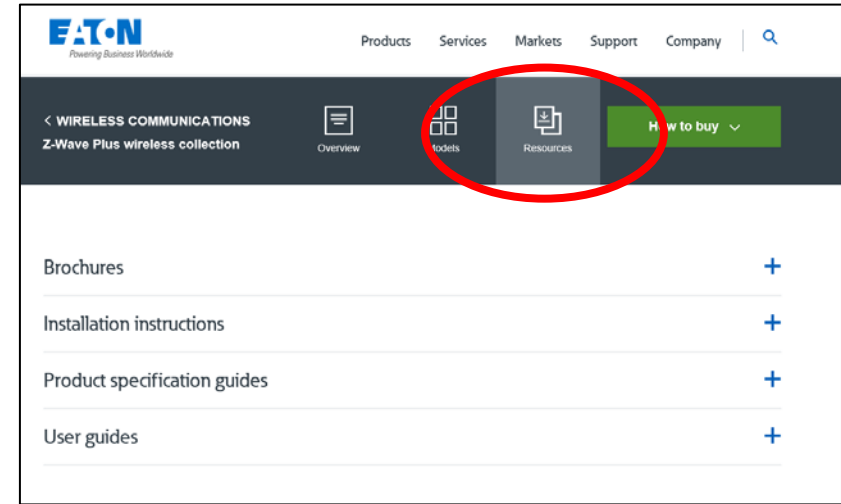
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On Wiring Devices and Connectivity

9. Z-Wave Plus wireless collection RESOURCES

Note- content is print and digital assets

9



Marketing Communications

- Z-Wave Plus display box
- USB display box
- USB counter display
- CCL counter display

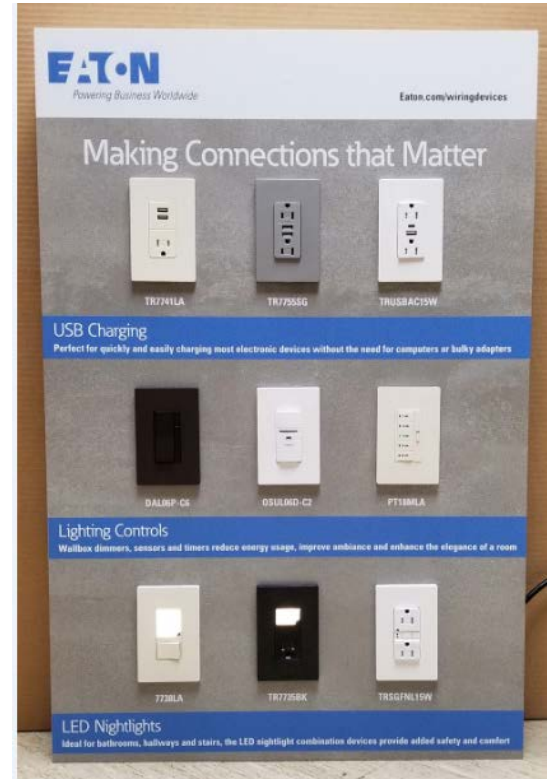
Contact Seth Hall to order
sethmhall@eaton.com



Marketing Communications

Wiring Devices Wall Mount Display Board

- New for 2019
- 24" x 36" wall mounted display board
- Devices are powered
- Showcases product lines
 - USB Charging
 - Lighting Controls
 - LED Nightlights
- Contact Seth Hall to order sethmhall@eaton.com



Marketing Communications

Connect and Control pull up banner

- Supporting initiative to drive more sales into commercial sector by showcasing:
 - Commercial Ceiling Sensors
 - Commercial Wallbox Lighting Controls
 - Receptacles for today's needs
 - Color Coded Locking
 - Industrial Application devices
- Contact Seth Hall to order sethmhall@eaton.com



Marketing Communications

Banners and Window Decals

- Order through *My.Eaton.com*
- Inventory and new options on window decals
 - **Redesigned** - Arrow Hart banner to showcase new products
 - **Inventory/Stock** – Arrow Hart and Eaton's Wiring Devices window decals
 - **New** – Smart Home window decal

**Eaton's
Arrow Hart Devices
Sold Here**

EATON
Powering Business Worldwide

**Eaton's
Wiring Devices
Sold Here**

EATON
Powering Business Worldwide

Arrow Hart



EATON
Powering Business Worldwide

Eaton.com/wiringdevices

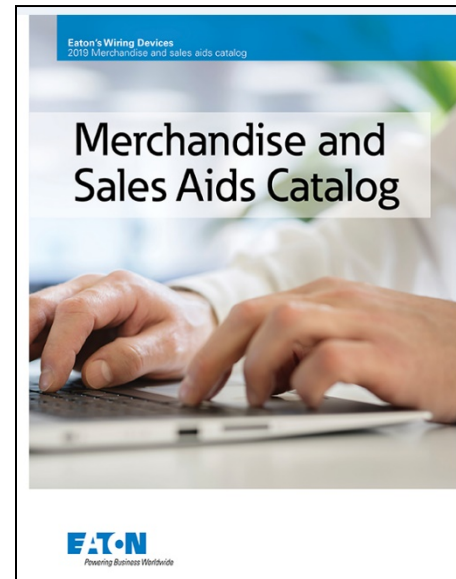
**Stay connected with
Eaton's Smart Home
products**

Halo Home | Z-Wave Plus | Home Automation Hub

EATON
Powering Business Worldwide

Marketing Communications

- 2019 Edition of Merchandising and Sale Aid catalog
- Updated with latest different offerings. Available for order through My.Eaton in the Wiring Devices sections.
- Great for use in trainings and distributor/agent meetings



Marketing Communications – Needs



Eaton's
[Z-Wave
Plus]
Wireless
Collection

<p>Universal dimming Control & dim Dimmers & Accessories Control and dim most lighting loads</p>	<p>ON/OFF control of 15A 1/2 HP motor load Switches & Accessories Flexibility of installation</p>	<p>Plug load control TR Duplex Receptacles TR shutters for code compliance and child safety</p>			
<p>[Better] improved wireless range faster response</p>	<p>[Secure] enhanced wireless encryption</p>	<p>[Interoperable] works with leading smart home systems</p>	<p>[Current] over-the-air updates</p>	<p>[Efficient] lower power consumption</p>	<p>[Z-Wave Plus] Certified</p>



Metallic Finish Sample Box



Marketing Communications

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