

Frequently Asked Questions

The brands of Square D and GET are becoming Schneider Electric. Possible questions from distributors

Q. How will these changes affect my Schneider Electric brand franchises such as Square D and GET?

A. Your access to the products of Schneider Electric's different brands will be unaffected by this change. Though the brand franchise is a convenient way to describe a wide range of products, our franchises are constructed around access to our various product groups (sometimes also known as Material Pricing Groups.)

Q. Can I now buy all Schneider Electric products at stockist's terms?

A. No. As described above you will continue to have access to Schneider Electric products as defined by our Material Pricing Groups (MPG) in your distributor policy agreement.

Q. Does this move signal a move towards open wholesale?

A. Not at all. We remain committed to and appreciative of the value added by our franchised distributors.

Q. Will I be able to return products marked Square D and GET when they are replaced with products marked Schneider Electric?

A. Existing and new Schneider Electric branded products will have identical reference numbers, and therefore are fully interchangeable and fully saleable. There is therefore no commercial reason for returning product as a result of brand migration.

Q. Will the way that I order and how I am billed be affected?

A. Our brands have been fully integrated onto one order processing system for some months/years, the change in brand will in no way change your ordering or billing.

Q. Will I be able to reach you on my existing contact numbers?

A. Yes, our contact details will remain the same.

Q. What will happen with POS materials and catalogues?

A. Our older materials will gradually be phased out and replaced by those in the Schneider Electric style and livery.

Q. Are you moving towards one sales contact covering all of your products?

A. No, you'll still be looked after by your existing sales contacts.

Q. What will the new packaging look like?

A. We will tell your sales engineers more about this soon and provide you with a link to our webpage showing this information. The packaging is shown on the customer leaflet also.

Q. Is your new packaging environmentally friendly?

A. As you might expect, our new packaging is as environmental friendly as possible.

- Our suppliers comply with the European Directive 2004/12/CE, and the majority are ISO 14001 certified.
- We use cardboard that is recycled and recyclable in most packages
- We pay a recyclable tax (certified by RISI logo)
- White cardboard is obtained through environmentally friendly processes using no harmful chemical agents
- We use only acrylic inks that have absolutely no negative environmental impact
- We limit transportation of packaging by using suppliers close to our manufacturing sites

Q. Will all products be in the new packaging?

A. Our new packaging will be phased in over time. Brown cartons will be retained for some larger sizes or specialist packs.

Q. Will all products arrive in new packaging at the same time?

A. As our products are manufactured in many different locations around the world, they will be switching over to the new packaging at different times. It's likely that the new packaging will be phased in over the coming months.

Q. How will I explain to my customers that the products in the different packaging are the same?

A. The reference numbers remain identical. Product marking will remain unchanged until it is appropriate to mark the Schneider Electric brand on the product. Even then, the product numbers will remain the same; the product will carry the previous brand elsewhere on the product where appropriate; and where product certification exists this too will be valid for the new brand.

Q. How do you plan to tell my customers about these changes?

A. We have produced a clear and attractive leaflet to explain the changes.

Possible questions from installers/specifiers

Q. Will product references change?

A. No, our product references remain the same.

Q. Have you recertified your products now that they are marked Schneider Electric?

A. Our products remain appropriately certified.

Q. What happens if I am supplied a mixture of Square D/GET and Schneider Electric boxed/boxed products for a job?

A. It's no problem, since our products are identical and are certified for use marked solely as Schneider Electric; with the previous brand name; and in any combination.

Q. Will the terms of my warranty be changed by the migration?

A. No, our terms for your warranty will remain the same. The warranty is actually provided by and backed by Schneider Electric rather than the individual brand.

Q. Will my sales engineer be the same?

A. Your sales contact will continue to look after you.

Q. What happens to Square D and GET based advertising and other marketing literature?

A. This will gradually move to promoting our product ranges and services as Schneider Electric.

Q. What are the timings for the key events?

A. Products in our new packaging should start to arrive from November 2010, with migration expected to have fully completed by the end of 2011.