



# EATON

Powering Business Worldwide

**Pepco is pleased to present:**

## Power of Authenticity

Put the power of genuine, trusted Eaton products to work for your business.



“Power of Authenticity” is a response to the industry-wide proliferation of counterfeit products of all well-known brands and labels that are putting customers at risk – end users typically need products fast, which can make it tempting to purchase from a third party. However, there is a higher risk of counterfeits if one cannot trace the path of commerce to the original manufacturer. Counterfeit electrical products can pose tremendous safety hazards, including malfunctions that can cause overheating or short circuits, leading to fires, shocks or explosions.

### 1 Authentic Eaton Products

Eaton is responding to the dynamic proliferation of counterfeit products that are putting customers at risk, with Eaton’s aftermarket solutions.

### 2 Product Availability and Service

Eaton’s breaker service centers offer end users quick repair and replacement, reducing downtime and costs.

### 3 Competitive Pricing

Compete with online brokers for our most common replacement breakers.

**Contact your Pepco Sales Rep for more information about Eaton products.**

# The risk of counterfeit replacement breakers

## Understanding the risk

Today's business environment is driving many contractors to seek lower cost alternatives to genuine breakers sold by authorized distributors. When purchasing replacement circuit breakers, what appear to be cheaper alternatives may actually be more costly to your business. When your company's reputation is on the line, should you trust the unknown quality, condition or origin of a breaker purchased from a breaker broker?

## Buyer beware

The low cost breaker alternatives are fraught with danger. Products purchased from unauthorized online resellers and unauthorized local dealers may initially appear to be of good value, but the unknown origin and condition of these products could be costly. These products are frequently advertised as "new," yet rarely can this be confirmed. More frequently, surplus, used, altered, tampered and even counterfeit products are being sold as "new" by independent and unauthorized resellers.

Eaton's "I Didn't Know" anti-counterfeiting campaign has been raising awareness on this electrical industry issue. The key points of the campaign include building a better understanding of the problem and learning how to protect your customers' safety and your reputation.

## You should know:

- That counterfeits are hard to spot and may avoid detection
- How to report a suspect, sub-standard or counterfeit part
- There are resources available to you to help mitigate the risk
- That counterfeiting is an industry problem that affects all well-known manufacturers
- You can help stop this growing issue

## Why Eaton for MCCBs?

For nearly a century, Eaton has been manufacturing and continually improving circuit breaker technology. Our breakers meet the requirements of UL®, CSA™ and IEC standards, and provide safe and reliable circuit protection in power distribution equipment, motor control centers, MOEMs and other applications. To support this extensive installed base, Eaton has a network of more than 5000 authorized resellers that offer cost effective, innovative drop-in replacements to reduce maintenance time while enhancing protection.

## Beware of counterfeit products

Eaton's extensive North American installed base attracts unscrupulous resellers who aggressively pursue MRO opportunities by offering products of unknown origin, jeopardizing the protection you expect from a breaker—and quite possibly your reputation.

Unlike authentic molded-case circuit breakers (MCCBs), these products of unknown origin may fail to perform even the most basic functions. They have been known to overheat or short circuit, resulting in fires, shocks and outages that put people, property and businesses at risk.

## Economic consequences


Counterfeit, altered or repurposed MCCBs not only compromise safety, but they also add substantial operational costs after you purchase them. Generally, they offer a lower level of performance, including common nuisance tripping that results in excessive downtime and other business interruptions that increase costs.

2013 numbers:  
Intellectual  
property cases\*


 693  
arrests

411   
indictments

 465  
convictions

 24,361  
seizures

Over  
\$1.7  
billion  
in MSRP 

 38%  
increase  
from previous year

\*The 2013 Intellectual Property Rights enforcement annual report, Homeland Security Investigations' (HSTrotter221)

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### Advantages of Eaton authentic replacement breakers

- Enhanced safety
- Protection for what you value most: your employees and customers
- Reduced business risk
- Increased reliability, productivity and uptime
- Decreased likelihood of nuisance tripping, resulting in lower operational costs
- Use of the latest circuit breaker technology
- Leverage of the breadth of Eaton: warranty and product support through our authorized partners

Tip: monitor your breaker inventory levels and keep spare breakers in stock for emergencies and unscheduled repairs

### Why you should purchase from your local Eaton authorized distributor

- Large stock of MCCBs
- Next-day delivery or expedited ordering
- Guaranteed authenticity
- Local support and service

### Frequently asked questions

- Q.** Why should I always purchase products from an Eaton-authorized distributor?
- A.** An Eaton-authorized distributor is your assurance of purchasing a new, genuine, factory-warranted product. You can have confidence in the quality, support, and service that you will receive when you purchase from an authorized distributor.
- Q.** What are my risks in buying from independent and unauthorized resellers?
- A.** There is a significant liability risk associated with products sourced outside of Eaton's authorized channel. Even if it can be determined that a product is genuine, the unknown history and lack of traceability through commerce would likely imply that the liability would be the responsibility of the installing contractor.
- Q.** My business demands quick delivery and competitive pricing. How do I know my authorized distributor can meet my needs?
- A.** Most Eaton distributors participate in the replacement breaker program, which enables our distributor partners to stock the most common replacement breakers that you need at highly competitive prices and lead times. In the event that your local authorized distributor does not have the breakers you need in stock, you can be assured that Eaton can ship these products in 24 hours for next-day delivery. Ask your distributor for more details.
- Q.** How can I find out if I have a counterfeit breaker or an original Eaton breaker?
- A.** Your local distributor can show you what to look for in a breaker to determine if it's counterfeit. In addition, you can verify authenticity with Eaton's Circuit Breaker Authentication tool at [cba.eaton.com](http://cba.eaton.com).

## Did you know?



### Counterfeit trademarks

can appear on labels, stickers, packaging, tags, signs and more.



If a **company** violates the Act, it could be fined up to **\$15 million**.



**Individuals** who are convicted under the Act can face up to a **\$2 million** dollar fine and **10 years in prison**.

More than one trademark infringement may result in a fine up to **\$5 million** or imprisonment for up to **20 years**.

<http://codes.lp.findlaw.com/uscode/15/22/III/1116>

## How can you be sure it's really Eaton?

Eaton's Power of Authenticity Program ensures that users receive authentic Eaton products, eliminating the downtime, safety, liability and performance issues that may occur when using counterfeit products. To learn more, visit

[www.eaton.com/aftermarket](http://www.eaton.com/aftermarket)



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All other trademarks are property of their respective owners.

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Attn: Eaton Customer

On behalf of Eaton, we are reaching out to you directly to increase your awareness of our new circuit breaker program, Eaton's Power of Authenticity. This program enables you to realize the key advantages of using authentic Eaton products. Below, we explain these advantages and suggest specific actions you can take to benefit from them.

We believe this program and its tools offer exciting new ways to support your circuit breaker needs. If you have any questions, please reach out to your local Eaton sales representative.

Regards,



Robert Griffin  
Product Line Manager, Molded-Case Circuit Breakers

## Authentic Eaton

Safety is Eaton's top priority and buying breakers from unauthorized sources jeopardizes that safety, and puts your employees, customers, and your business at risk. Only authentic Eaton products are protected by approved testing, official warranty, technical support, and complete traceability. Eaton wants to ensure your safety and satisfaction by gaining your commitment to only purchase Eaton products from authorized distributors.

### Advantages of authentic breakers

- Enhanced safety
- Protection for what you value most: your employees and customers
- Reduced business risk
- Increased reliability, productivity and uptime
- Decreased likelihood of nuisance tripping, resulting in lower operational costs
- Use of the latest circuit breaker technology
- Leverage of the breadth of Eaton: warranty and product support through our authorized partners

## Product availability and service

Providing product quickly through an Eaton distributor is a top priority. Eaton is committed to providing its distributors with the tools necessary to make stock available locally.

### Take action

- Work with your authorized Eaton distributor to ensure that they have the appropriate inventory for your install base
- Increase uptime and productivity by contacting your local Eaton authorized distributor for all of your product needs and take advantage of our 24-hour guaranteed fill rate

## Competitive pricing

Eaton has enabled our distributors to compete with online and local prices on a wide range of products that will satisfy your circuit breaker needs. This new program includes our most common breakers and is designed to provide distributors with a solution for all of your emergency and breaker replacements needs.

### Why you should purchase from your local Eaton authorized distributor

- Large stock of MCCBs
- Next-day delivery or expedited ordering
- Guaranteed authenticity
- Local support and service

To learn more visit  
[eaton.com/aftermarket](http://eaton.com/aftermarket) or to  
place an order call **1-800-638-4797**.



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