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NEW

**Point-of-Purchase
Co-branded
Merchandise**

- ❖ Face Masks
- ❖ Social distancing decals
- ❖ Counter shields
- ❖ Hand Sanitizer

Click [HERE](#) for
more info



Powering Business Worldwide

Eaton Corporation
26201 Northwestern Hwy
Southfield, MI 48076

EATON MONTHLY NEWSLETTER

Powering Partnerships, Powering Growth

Featured In This Issue:

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NEW BDF (Business Development Fund) Spending category: **COVID-19 Response**

Eligible spending activities include:

- Personal protection equipment (masks, face shields, gloves, etc...)
- Supplies related to implementing curbside delivery
- Social distancing items (floor decals, counter shields, etc...)



Co-Branded
Hand Sanitizer



Face-Masks

Submit Claims from May 11th – June 30th
Use up-to 20% of your 2020 BDF funds
Claims are 100% reimbursable

May 2020

Refresh your Branch

- One 2' x 4' vinyl wall decal
- One indoor LED backlit sign
- Two top loading counter mats
- Two large storefront decals
- Two small storefront decals
- One 3' x 5' indoor high-traffic mat

Update your outdoor signage using business development funds (BDF)



Automatically claim a branch refresh kit (valued at \$225)

Promotion ends July 31st
For more details click [here](#)

"SPORT YOUR SLOGAN"

Spark your creativity for a chance to win custom shirts for your branch.



Winning slogan will receive custom designed shirts for your entire branch!



Develop a catchy slogan & submit to:

Eaton.com/SportYourSlogan

Promotion ends June 1st
For more details click [here](#)

Reminder: **EXTENDED BDF SPEND DATE**
50% of BDF funds must be spent prior to August 31st

Goal:

Increase control sales through stock

How:

Stock up, train up, sell more & earn rewards

Products:

Motor starters, enclosed control, pushbuttons & variable frequency drives (VFDs)



EMROC²

Eaton's Maintenance, Repair, Operations & Contractor Controls growth program



Program Benefits:

- Training plan for control products (virtual & in-person)
- Co-branded marketing material
- Product promotion rewards
- Business growth & increased margins

Branch Requirements:

- Quarterly inventory reviews with DSR using ESA stock tool
- Promote Eaton control products at the branch level
- Follow Eaton's control training plan

If interested in learning more, please contact Allyson Ritter at:

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May 2020