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Cooper Lighting
by 

Builders Name Eaton’s Halo Product Line as the Leader in Lighting for the 16th Consecutive Year

PEACHTREE CITY, Ga. ... Power management company Eaton today announced its Cooper Lighting division’s Halo product line has been named the Brand Leader in lighting by *Builder* magazine’s 2014 Brand Use Study. Awarded for the 16th consecutive year, the Halo product line of recessed, track and surface lighting was given top honors in major categories, including Brand Familiarity, Brands Used in Past Two Years and Brands Used the Most.

“This latest honor is further validation of our commitment to the development of unique products that address the changing needs of our customers,” said Mark Eubanks, president, Eaton’s Cooper Lighting division. “As today’s legislation and technology continues to advance, we are making it our mission to help builders adhere to this changing energy landscape with innovative, reliable lighting products that will add to a home’s value.”

Builder magazine’s 2014 Brand Use Study, sponsored by Hanley Wood, was conducted by the independent research company Readex Research to provide an in-depth look at the product brands builders recognize, use most and how they rate their quality. The report highlights respondents’ opinions in 69 product categories, with results being featured in the April issue of *Builder*.

For 58 years, Halo has been a leader in the industry, providing builders with high-quality lighting products for their homes, including the first ENERGY STAR®-qualified light-emitting diode (LED) downlight in 2009. Today, as local and national energy codes and legislation

– more –

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advance, energy-efficient alternatives continue to be in demand. Halo's comprehensive portfolio of LED products address the need for high-performing, reliable choices to meet today's challenging needs, while creating a comfortable living environment.

To learn more about the Halo product line from Eaton's Cooper Lighting business, please visit www.cooperlighting.com.

Eaton's Cooper Lighting division delivers a range of innovative and reliable indoor and outdoor lighting solutions, as well as controls products specifically designed to maximize performance, energy efficiency and cost savings. The Lighting business serves customers in the commercial, industrial, retail, institutional, residential, utility and other markets.

Eaton's Electrical Sector is a global leader with expertise in power distribution and circuit protection; backup power protection; control and automation; lighting and security; structural solutions and wiring devices; solutions for harsh and hazardous environments; and engineering services. Eaton is positioned through its global solutions to answer today's most critical electrical power management challenges.

Eaton is a power management company with 2013 sales of \$22.0 billion. Eaton provides energy-efficient solutions that help our customers effectively manage electrical, hydraulic and mechanical power more efficiently, safely and sustainably. Eaton has approximately 102,000 employees and sells products to customers in more than 175 countries. For more information, visit www.eaton.com.

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