



Eaton Electric Systems Pty Ltd  
10 Kent Road  
Mascot NSW 2020  
Tel: 02 9693 9333  
Fax: 02 9667 3820

**News  
Release**

**Date** 1<sup>st</sup> August, 2007

**For Release** 1<sup>st</sup> August, 2007

**Contact** Paul Williams 02 9693 9445, [paulgwilliams@eaton.com](mailto:paulgwilliams@eaton.com)

## **EATON APPOINTS DRIVES SOLUTIONS PARTNER**

### **Sydney, Australia... .**

Following the launch of its 9000x family of Variable Speed Drives, Eaton has announced the appointment of iOpen as its Drives Solutions Partner. iOpen will distribute Eaton's 9000x and IT Soft Starter ranges in Australia.

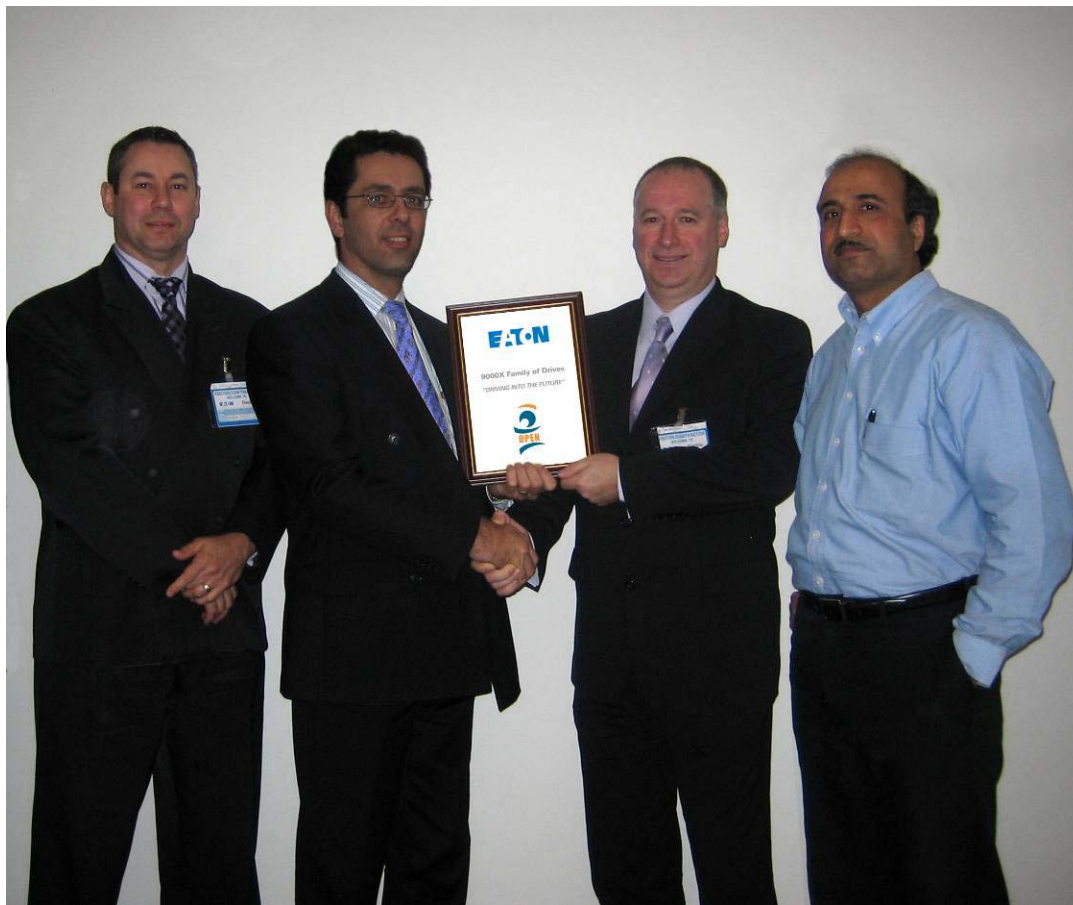
Eaton's new 9000x AC modular drives are characterised by a high degree of modularity and programmability, enabling one hardware platform to be used for a multitude of applications. The IT ("Intelligent Technologies") range of soft starters are compact, multi-functional, easy to install, and easy to program. Together, the product ranges add intelligence to motor control applications and enable customers to increase efficiency, productivity and reliability.

"We needed a partner with extensive experience in drives and control applications to enable us to fully develop the potential of these advanced products in Australia" said Michael Mallia, Eaton Australia's Electrical Group Marketing Manager.

iOpen is an Australian owned company, specialising in the supply, service and support of products and solutions in the Plant Business, Process Control and Automation markets with

dedicated Support and training staff, purpose built training facilities, and offices in Wollongong, Sydney, Melbourne and Brisbane.

“We have long recognised Eaton as being a leader in the area of motor control with its Cutler Hammer products. The opportunity to partner with Eaton to represent the 9000x Family of Drives and IT Soft Starter range is well suited to our organisation, given our long history in providing integrated drive solutions to industry. We are excited about our relationship with Eaton, and see our partnership allowing us to deliver one of the most extensive ranges of Drive Solutions to our customers.” said Paul Massarella, Director of iOpen.



From left to right:

George Smiroldo, General Manager, iOpen  
Michael Mallia, Group Marketing Manager, Eaton Electric Systems  
Paul Massarella, Director, iOpen  
Sanjay Kallianpur, Product Manager, Eaton Electric Systems

*Eaton's electrical business is a global leader in electrical control, power distribution, and industrial automation products and services. Through advanced product development, world-class manufacturing methods, and global engineering services and support, Eaton's electrical business provides customer-driven solutions under brand names such as Cutler-Hammer®, Powerware®, Durant®, Heinemann®, Holec® and MEM®, which globally serve the changing needs of the industrial, utility, light commercial, residential, and OEM markets. For more information, visit [www.eatonelectrical.com](http://www.eatonelectrical.com).*

*Eaton Corporation is a diversified industrial manufacturer with 2006 sales of \$12.4 billion. Eaton is a global leader in electrical systems and components for power quality, distribution and control; fluid power systems and services for industrial, mobile and aircraft equipment; intelligent truck drivetrain systems for safety and fuel economy; and automotive engine air management systems, powertrain solutions and specialty controls for performance, fuel economy and safety. Eaton has 62,000 employees and sells products to customers in more than 125 countries. For more information, visit [www.eaton.com](http://www.eaton.com).*

**###**