



Eaton Power Quality Pte Ltd  
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## **Eaton Expands Presence In Malaysia & Singapore Market With New Distributor**

MALAYSIA ... Diversified industrial manufacturer Eaton Corporation today announced the appointment of ACA Pacific Technology (M) Sdn Bhd and ACA Pacific Technology (S) Pte Ltd as its value added distributor (VAD) for Malaysia and Singapore.

With this agreement, ACA Pacific will help to expand Eaton's reach and capability into the Malaysia and Singapore market through its extensive network of resellers. The distributorship agreement will allow ACA Pacific to distribute Eaton's full range of MGE Office Protection Systems brand award-winning Uninterruptible Power Supply (UPS) products ranging from 600VA to 20kVA.

"We are delighted to have ACA Pacific as our value added distributor in Malaysia and Singapore. ACA Pacific was chosen as a distributor because of its strong presence in the manufacturing sector, strong reseller network and excellent technical support services for customers," said Hoong Kuan Yin, sales director of Eaton Power Quality Pte Ltd (SEA).

The UPS market is growing and offers excellent opportunities in medium range kilo Volt Ampere (kVA) systems. There is also growing demand for high quality power, increased renewal rates for existing UPS systems due to the growing popularity of modular UPS systems, and impressive growth in the telecommunication, semi-conductor, and banking sectors.

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Yin pointed out that ACA Pacific has a vast market presence via its extensive network of 800 channel partners that focus on key growth areas such as government and manufacturing as well as banking and finance.

“ACA Pacific shares Eaton’s commitment to helping organizations increase the availability and uptime of critical applications and processes. We see this distribution agreement as an important step toward building a competitive edge in the marketplace,” said Mark Gill, managing director of ACA Pacific.

Eaton has been investing heavily in international markets by adding resources in channel development, services, marketing, and strategic alliances. With an aggressive go-to-market sales strategy and its acquisition of MGE Office Protection Systems, Eaton is the world’s second largest supplier of single-phase UPS systems and well positioned to serve both Malaysia and Singapore market.

### **About Eaton**

Eaton’s electrical business is a global leader in electrical control, power distribution, uninterruptible power supply and industrial automation products and services. Eaton’s global electrical brands, including Cutler-Hammer®, MGE Office Protection Systems™, Powerware®, Holec®, MEM®, Santak and Moeller, provide customer-driven PowerChain Management® solutions to serve the power system needs of the industrial, institutional, government, utility, commercial, residential, IT, mission critical and OEM markets worldwide.

Eaton Corporation is a diversified industrial manufacturer with 2007 sales of \$13.0 billion. Eaton is a global leader in electrical systems and components for power quality, distribution and control; hydraulics components, systems and services for industrial and mobile equipment; hydraulics, fuel and pneumatic systems for commercial and military aircraft; 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 81,000 employees and sells products to customers in more than 150 countries. For more information, visit [www.eaton.com](http://www.eaton.com)

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