

November 29, 2011

FERRAZ SHAWMUT IS NOW M

**MERSE**

## MESSENGER

### Mersen Packaging



### Ferraz Shawmut to Mersen Packaging Transition

Dear Valued Customer,

As part of our journey to transition the goodwill, strength and identity of the Ferraz Shawmut brand name to Mersen, we will be launching a product packaging transition project. Starting December 1, 2011, all products shipped from Mersen manufacturing sites will be packaged using the new Mersen corporate identity.

This new identity utilizes eco-friendly, natural brown boxes, labeled with the Mersen brand name. Catalog numbers, barcodes, packaging quantities and dimensions will not be affected by this change.

This is a change to product packaging only and will not affect product labels. Detailed images regarding the new Mersen graphic standard can be viewed on page 2 of the PDF file below.

#### [Customer Notification Letter](#)

You will begin to receive Mersen labeled packages within 2-3 weeks of the implementation date. During this transition period it is possible to receive orders with some packages labeled Ferraz Shawmut and some labeled Mersen.

If you have questions or concerns please email us at [info.nby@mersen.com](mailto:info.nby@mersen.com) and a representative will respond as soon as possible. We thank you for your cooperation and acceptance during this exciting time as we transition our brand to Mersen.

Best Regards,

A handwritten signature in black ink that reads "Robert Lyons Jr." in a cursive style.

Robert Lyons Jr.  
Product Manager