



New Branding on Square Body Fuses
Same reliable product with a new look
PSC 方体熔断器产品标签更新

Dear valued customer,
尊敬的客户，

As we grow and innovate, our product portfolio will continue to expand. It is in this effort that a **uniform product brand image** is being deployed on **February 26th 2018** to further position Mersen as a global leader in electrical power components.

在美尔森公司不断成长及创新的过程中，我们的产品线也在不断地扩张。因此，作为一家全球领先的电气元件供应商，美尔森正努力整合旗下各产品线的品牌并将其统一化。经过数年的准备和过渡，我们将会于 **2018年2月26号** 正式实施产品品牌的全面转换。

In an ongoing effort to align our brands and products, Mersen is updating the product labeling and packaging of their **Protistor® Square Body Fuses made in China**. However, you will see a distinctive Mersen brand and clarity of a global product portfolio image. The guidance for the product image incorporates several distinct elements, including an orange accent stripe and Mersen logo colors.

其中，对在中国上海生产的 Protistor®系列方体熔断器的产品标签及包装外观进行更新的工作，也属于美尔森公司的品牌及产品标识统一化项目的一部分。您新收到的货物将会贴有全新的带有美尔森品牌标识（MERSEN），且与全球各产品线具有统一样式和设计风格的产品标签。在新的标签上，将会出现美尔森公司标志性的橙色横纹，以及双色的 MERSEN 品牌标识。但是，产品本身及其相对应的产品料号将不会产生变化。

The products and their respective catalog numbers will remain unchanged.
产品及其对应的产品料号将不会改变。

Additionally, you will notice **a change of quantity per product packaging as well as per carton**. The full list of quantity change per package will be provided to you by your Mersen contact. Moreover, the **packaging material** has been upgraded to provide an upgraded resistance during transportation, hence the color change from **white to brown**.

另外，随之而改变的还有单个包装盒内的产品数量，及每个大包装箱的盒数。稍后我司与您的对口联系人将会告知您具体的产品及包装盒数量信息。除此以外，我们还升级了包装的材质，以更好地保证运输过程中的产品安全。因此，包装盒的颜色也会从原来的白色变成棕色。

We look forward to our continued partnership to deliver our extensive expertise in high performance equipment, safety and reliability of electrical installations.

我们将会始终努力运用我们过百年来积累的经验及技术，在提升高性能电气装备及系统的安全性方面为我们的客户提供最大的价值。美尔森期待与我们的客户及合作伙伴持续合作，共同成长。

Sincerely yours,
此致

For and on behalf of Mersen Shanghai:
Name: **NICOLAS BEAUDRON**
Position: **ASIA – PRODUCT MANAGER**

谨代表美尔森电气保护系统（上海）有限公司
倪博通
亚洲区产品经理



- Product label
产品标签的变化



- Product packaging label
产品包装盒标签的变化



- Carton label
产品大包装箱标签的变化

