



Emerson Automation Solutions
3200 Emerson Way
McKinney, TX
75070
USA

October 20, 2021

Dear Nicholson Channel Partner,

Over our 125+ year history, Emerson has completed a series of transitions to become the company it is today. We continually strive to improve our relationships with our customers and channel as we continue to serve their and your needs. Over the years, Emerson has evolved from a collection of brands to a more cohesive, unified company. Our objective is to make it easier for our customers to do business with us and improve the company's image by uniting our product portfolio around fewer key brands.

Unfortunately, part of this process involves phasing out some of the brands our customers have relied on for a long time to serve their needs in the steam industry. Therefore, in December of 2021, all Nicholson-branded products will be transitioned to the Spence brand.

The Nicholson-branded products that our customers purchase today will still be available and have the same product and model names, only they will be sold under the Spence brand. The primary change you will see on the product is updated nameplates with the Spence brand and removal of the Nicholson logos on any castings effected. Other than the brand logos, nothing else about these products will change. Once this process is complete, the Nicholson brand will no longer exist for active products. Spare parts for obsolete Nicholson products will still be available under the standard product obsolescence timeline.

During this transition, you will be expected to remove the Nicholson brand logo from your marketing material by the end of March 2022. Your regional manager will be in contact with you to provide you with any support you need, including contacting end users if needed. Additionally, you will be receiving sales packets on December 2nd with all the new information, and we will be delivering the new designer guides to you the week of December 6th.



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However, we understand that print marcom will be replaced in a longer periodicity than digital material, so it is okay to continue using any current print marketing material through March 2022 with the name Nicholson.

We want to thank you for your continued partnership as a key part of the Emerson sales channel. Your support with this upcoming change is greatly appreciated as we position our company for sustainable long-term success. If you have any questions regarding the transition of the Nicholson brand, please contact me (Elizabeth Morris) or your local representative.

Sincerely,

A handwritten signature in black ink that reads "Elizabeth Morris". The signature is written in a cursive, flowing style.

Elizabeth Morris | Marketing Director – Steam Solutions | Pressure Management
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Nicholson Brand Transition FAQs:

What changes are being made?

Only minimal changes are going to be made to the products themselves. Other than the brand logos and nameplates, nothing else about these products will change. Some products will have new castings where the Nicholson logo will be removed. These products will still meet the same design and quality expectations we have today.

Otherwise, in various marcom, drawings, and other documents, the Nicholson brand will be removed and replaced with the Spence brand marks.

When is this happening?

The official launch will happen in December of 2021. Your regional managers informally informed each of the channel partners in early 2021, so there was enough time to review the changes with any impacted users and make the necessary business changes on your end prior to the official launch.

Will certifications be affected?

No. All CRNs for the products in question already included the Spence brand on the documentation.

What about spare parts?

Spare parts for products being transitioned to Spence will also be rebranded as Spence. Spare parts for obsolete Nicholson products will still be branded Nicholson and be available under the standard product obsolescence timeline.