

## OUR NEW BRAND WHAT THIS MEANS TO YOU

Honeywell recently spun off several businesses into a new company called [Resideo](#). As a result, Honeywell Cable is now [Genesis](#). As I look at this exciting next step in our company's evolution, I view this "new beginning" as an opportunity to communicate what this change means to our most valued asset - you - our customers.

With cable as our focus for over 20 years, and with a reputation for delivering the most innovative solutions across the Security, HVAC and Electrical markets, we remain as committed as ever to offering the absolute best value for your cable investment - every time. And we're positioned to deliver.



With the most complete selection of low-voltage cable on the market today, product availability from over 10,000 locations, same day shipping, and industry-leading warranties and customer support, Genesis has the cable you need when you need it.

Our unrelenting commitment to develop cable solutions and programs that continue raising industry standards is formed from an understanding of your business and needs. For over two decades we've listened, and we're not stopping now. We know how hard you've worked to build your business reputation, and we will continue delivering cable of the highest integrity - never cutting corners on quality and never compromising your trust, investment or reputation.

In close, I want to personally thank our current customers and reassure you that what you've experienced to date will only continue to get better. And for those who have yet to consider Genesis, I ask for the opportunity to serve your business. You will not be disappointed. You can count on it.



**Brian Meachum**  
General Manager | Genesis