

RS REBRANDING GUIDE

WHY IS ALLIED CHANGING ITS NAME TO RS?

We're changing our name from **Allied Electronics and Automation** to **RS** on **February 6, 2023**. It's just one way we're evolving to make our partnership and doing business with us even more rewarding. The name change is part of an overall rebranding strategy to establish a better connection across RS Group's products and services. Having one global RS brand will deliver efficiency, value, and scalability to stakeholders worldwide.

REBRAND BASICS – WHAT'S HAPPENING ON FEBRUARY 6, 2023?



- Our US website URL will transition from <https://www.alliedelec.com> to <https://us.rs-online.com> (*alliedelec.com domain will auto-redirect*)
 - All online customer account access will automatically transition to the new site. Your account login information will remain the same. You won't experience any disruption to your online account access and will be automatically redirected to the new site.
- Our email address domain will change from @alliedelec.com to [@na.rs-group.com](mailto:na.rs@na.rs-group.com)
 - Emails sent to @alliedelec.com will be redirected automatically for a limited period of time to ensure a smooth transition.
 - The beginning of the email address will remain the same: firstname.lastname@na.rs-group.com
 - Contact your IT department to ensure that our new domain is added to your allowable contacts list so you can continue to receive email communications from us.



- All packaging, labels, and packing slips will be changed to reflect our new name and logo.

WHAT'S **NOT** CHANGING?

- Our people and our superior customer service will remain the same! You can still expect the same great support from your current contacts.
- Login / Account information - you'll use your current online account/login information to log in to our new website, <https://us.rs-online.com>. If you happen to visit *alliedelec.com*, you'll be automatically redirected to <https://us.rs-online.com>. Your account history will remain intact.
- Existing Contracts — our legal entity/EIN will stay the same, so all existing contracts will remain valid. No changes are needed to any existing contracts. The new company name will only need to be put on new contracts and contracts being renewed. All future contracts should be drafted under our new legal name: RS Americas, Inc.
- Banking and ACH account numbers remain the same. Simply change our name to RS Americas, Inc. – see details in the next section.
- Our physical address and customer service phone number remain the same:

7151 Jack Newell Blvd S.
Fort Worth, Texas 76118 U.S.A.
+1 (866) 433-5722

WHAT DO I NEED TO DO TO PREPARE?

Official notice of this change and the required documents (W-9, etc.) will be available after **FEBRUARY 6, 2023**.

Starting **FEBRUARY 6, 2023**, you can use the checklist below:

- **US** - Bookmark our new URL: <https://us.rs-online.com> and change hyperlinks from <https://www.alliedelec.com> to <https://us.rs-online.com>
- Change “Allied Electronics & Automation” to “RS” effective February 6, 2023, on your:
 - Basic correspondence
 - Purchase order portals



- Quoting portals
 - Accounts receivable systems
 - Accounts payable systems
 - CRM systems
 - Vendor master data
 - Collections portals
- Update all email address domains from @alliedelec.com to [@na.rs](mailto:na.rs@na.rs). Please work with your IT team to add these to your preferred contacts to ensure they don't end up in junk/spam folders. We'll temporarily forward any emails addressed to @alliedelec.com after our name change to help ensure a smooth transition.
 - Update the name and email address for remittance as follows:

RS Americas, Inc.
 P.O. Box 841811
 Dallas TX 75284-1811
wireremittance@na.rs

- Update banking name and email addresses as follows (no change to account numbers):

Account Name:	RS AMERICAS, INC.
Account Number / Lockbox #:	3752118357
Bank Name & Address for ACH & Wire:	Bank of America 115 West 42nd Street New York, NY 10036
Routing/Transit for ACH:	111000012
Routing/Transit for Wires:	026009593
SWIFT:	BOFAUS3N
Ach Remittance:	Please send to wireremittance@na.rs
Wire Remittance:	Please send to Export.remittance@na.rs

- Make your receiving teams aware that all packaging, labels, and packing slips will be changed to reflect our new name and logo. Custom barcoding will not be affected by this change.
- Change any references on your website or materials to our new name and logo. Our new logo can be found on our website after February 6, 2023.
- If you use eProcurement capabilities:



Current domains will be supported for a limited period of time, but please make these changes as soon as possible after February 6, 2023 to avoid disruption. Do not make these changes before February 6, 2023 or you may encounter issues with your order.

After February 6, 2023, please change your web and email domains accordingly:

US & MX CUSTOMERS
Change QAT domain to: gat-us.rs-online.com
Change Production domain to: us.rs-online.com
Email domain: @na.rsgroup.com

Please pass this information on to anyone in your organization that may also need to be aware of these changes.

If you have any questions, please reach out to your account manager or call our customer service team at +1 (866) 433-5722.



FREQUENTLY ASKED QUESTIONS

1. If I receive an invoice from “Allied” but will pay after February 6, 2023, should I pay “Allied” or “RS”?

If the invoice going to be paid after February 6, 2023, please make all payments to “RS”. Payments made out to “Allied” will still be processed for a limited period of time.

2. When will the W-9 be available?

This will not be available until we file our new legal name, which will be after February 6, 2023.

3. What about tax-exempt forms?

As a customer, your tax-exempt form (tax certificate) doesn't need any changes.

4. Will customers now have access to the entire line of RS products globally?

The territory authorizations remain the same. [Alliedelec.com](https://us.rs-online.com) will simply transition to <https://us.rs-online.com> and still reflect products available in the Americas region.

