

Commonly Asked Questions:

Why are you adding more Honeywell branding to Silent Knight?

Honeywell has a portfolio of well-recognized individual brands in many industries including fire and security. The Silent Knight team has decided to undergo a brand transition to provide customers with a new look and feel emphasizing the strong support, benefits and brand awareness backed by Honeywell. The Honeywell brand gives you the opportunity for our products and technologies to be in more specifications than ever before.

How does this change help dealers grow?

Through multiple research surveys and focus groups with the Architect and Engineer community, we learned they are generally more aware and prefer the Honeywell brand. Leveraging the Honeywell brand in specifications and marketing of your business will open new opportunities that could not be achieved with separate brands. We will still have the Silent Knight branding on our products and materials.

What will I see when the transition begins?

We have already started moving to the new Honeywell branding within the Silent Knight business. Our initial focus is on refreshing all of our communication materials including the Silent Knight website, company announcements, and product documentation. Branding on our products (panels, pull-stations, modules, detectors, etc.) has also begun transitioning and will continue to do so over the next few months.

Are there any products going away with this change?

We will continue to offer the same product lines you use, install and sell today. Our product roadmap will not be changing based on this branding change. Honeywell Silent Knight's innovative fire systems product line is aligned to provide a best-in-class experience and we will continue to invest in our product portfolio.

How will we communicate this change to our customers?

We will post relevant information on the Silent Knight website and reference it in upcoming press releases. Our sales team will work with our customers to keep them informed of the changes throughout the transition process.

What will I see when the transition begins?

Over the coming weeks you will start to see the new look branding of Honeywell Silent Knight. We will be refreshing all of our communication materials including the Silent Knight website, company announcements, product documentation, support tools and, of course, our products.

You might already have noticed slight changes in our website or e-mail communications but here's what we'll look like going forward:

Logo Transition Examples	
<u>Legacy Logo</u>	<u>New Logo</u>
	

Will there be a transitional period where there will be a mix of legacy and newly branded products in the market?

Yes, there will be a transitional period where products may have a mix of legacy and new branding. In an effort to minimize environmental wastes, we are working diligently with our manufacturing plants to deplete all inventory of legacy branded products before switching to the new branding.

Will the brand change impact other services we receive?

No. All services you currently utilize will not be impacted by the branding change.

When we call tech support, who will we be speaking to?

Tech Support has not changed. The same techs will be available to you that you have contacted in the past.

When we call customer service, who will we be speaking to?

Customer service has not changed. The same customer service reps will be available to you that you have contacted in the past.

When we need application support, who will be speaking to?

Your 1st level of support should come from that brand tech support.

The branding update is strictly a brand change and will not affect the quality, functionality or usage of the products.

If you have any questions regarding this information, please contact:

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