

# Universal Electric Corporation changes corporate name to Starline Holdings LLC

CANONSBURG, PA -

Universal Electric Corporation, manufacturer of Starline and U-S Safety Trolley product suites, announced a corporate name change to Starline Holdings LLC, effective November 26, 2019. The change comes following its recent acquisition by Legrand, North and Central America (LNCA).

As part of this name change and to better align with LNCA's Data Power and Control division, new corporate branding and logos have been produced and its previous corporate website ([www.uecorp.com](http://www.uecorp.com)) has been integrated into its product website ([www.starlinepower.com](http://www.starlinepower.com)).

"As part of the sale process of Universal Electric Corporation to Legrand, North and Central America, it became necessary to change the legal entity naming convention for the company. We selected to use a derivative of Starline, since we are so widely known for this product in the marketplace," stated Mark Swift, VP of Marketing and Engineering for the company.

Starline Holdings LLC will continue to manufacture its "Starline" suite of products in Canonsburg, Pennsylvania, its US headquarters, and at its manufacturing facilities in the United Kingdom and Singapore. Starline is dedicated to providing innovative, best-in-class products and services to its global clients and looks forward to remaining a trusted partner and industry leader in power distribution.

## About Starline

Starline is a world leader in the development of customizable power distribution systems. Industry innovators for more than 95 years, the company's premium, flexible products are designed to fit the electrical power needs of any business in any industry. One of the only companies dedicated exclusively to flexible power distribution products, Starline's products have revolutionized electrical power distribution in data centers, industrial manufacturing facilities, retail chains and grocery stores worldwide. For more information, visit: [www.starlinepower.com](http://www.starlinepower.com)