



BAW
buena **energía**



Eta Electro SA is a national company, dedicated since 1959 to provide solutions to the Argentine electrical market: measuring instruments, low voltage distribution products and lighting.

The widest range of products concentrated in a single supplier guarantees to the BAW's distributors commitment with quality, excellent service and professional support. The vast network of BAW's distributors is permanently available to quickly and effectively attend all requirements thourghout the country.

Since 1959 Eta Electro S.A. is a referent regarding measuring instruments and became market leader since its foundation.



In the 80s Eta Electro begins to sell electrical equipment for boards and in the 90s is designated by General Electric as Authorized Distributor in Argentina for this line, increasing the GE participation from 0% to 14% at the premium electrical equipment segment in only 10 years, competing with major multinational brands.

In 2000 Eta starts to produce its own brand, complementing the offer to new segments of the market that were not attended by GE...

BAW

Since 2007 Eta and GE decide to follow separate ways...



...and Eta + Baw began to illuminate the country...

*...adding to the already extensive range of products which included measurement instruments and equipment for electrical boards, the lighting line.
Every new initiative reaffirms our commitment with quality and customer satisfaction by implementation with both, customers and suppliers, of long term partnership relations.*

We are present with our products and technical support in the residential, commercial and industrial markets.



*Baw Electrical Equipment: among others,
our comprehensive line of products in this area includes:*



MCB



RCCB



Relays



IHD



Contactors



MCCB



Energy analyzers



Multimeters



Digital earth tester



Baw · Lighting has achieved a fast growth since its launch, offering a complete variety of products to satisfy the demand of the distribution network:



The lighting evolved. New line 



Emergency lights 



Halo Eco



LFC

The already well known quality of the BAW products has provided a solid platform to consolidate the total confidence of the market towards the new lighting offer.

Eta + Baw have achieved a strong consolidation along and across Argentina in close alliance with Baw's distributors network.



And Eta + Baw began its expansion to the latin American market.



Our customers continue choosing us for many reasons...

- Permanent and professional technical support.*
- Personal assistance through sales representatives across the country.*
- All solutions in one hand.*
- Advertising support at point of purchase.*



- *Solidness, experience and support.*
- *Commitment to quality.*
- *Permanent incorporation of products.*
- *Tradition in long-term partnerships (our success is the success of our customers).*



In recent years and responding to the challenges of growth, Eta Electro S.A. deepens its professionalization on all fronts

- Outsourced logistics experts.*
- Manuals of HR and procedures.*
- Outsourced IT management.*
- Claims attention system and management of customer satisfaction level.*



Your best partner in Argentina for rising business with long-term horizons



Successful business • **BAW**

BAW

by **=ETA** ELECTRO S.A.
desde 1959

