



One of the world's most trusted brands

General Electric: Focusing on innovation since 1892

The name General Electric has stood for innovation and excellence since the company's founding in 1892. That was when American inventor and business pioneer Thomas Alva Edison merged his Edison General Electric Co. with the Thomson-Houston Co., creating what would become one of the largest corporate entities in history.

From home appliances to aircraft engines, from impact-resistant plastics to lasers, GE is recognized around the world for delivering technologically advanced products that improve the way we live and work. Fortune magazine has ranked GE as the "Global Most Admired Company" for seven of the past nine years, including 2007.

With such a reputation, GE-branded products automatically attract attention – and that translates into sales. A 2006 survey of U.S. consumers showed that more than 3 out of 4 respondents (76%) considered the brand an important part of the purchase decision, and an identical percentage said they would be interested in buying a GE digital still camera.

The bottom line is, the GE name is golden – for consumers and for retailers.