

PRODUCT HIGHLIGHTS

Power Connections program 2022

Get connected.

Blackburn | **Color-Keyed** | **Sta-Kon**



Value proposition

Through education, order discounts and tool giveaways, the ABB Power Connections program not only rewards distributor loyalty, but also helps drive end-customer conversions through authorized ABB Power Connections distributors.

Key differentiating features

- **Continuing education units (CEU)** — ABB Power Connections distributors can host a CEU training session called “ABB Power Connections Grounding and Bonding” for their customers. Distributors who host a training session receive a promo code for 10% off a future purchase order of Power Connections products. Program can be used twice per year at each participating branch.

- **End-user rebate program** — End-users who purchase specific ABB Power Connections battery-powered compression tools will receive a rebate of up to \$250 to use towards future purchases of Color-Keyed products through their authorized ABB Power Connections distributor.
- **Distributor loyalty promotion** — ABB Power Connections distributors can receive free tools and accessories based on year-over-year growth target attainment.





Applicable industries



Chemical



Data centers



Oil and gas



Renewable
energy



Water and
wastewater
treatment



Civil
infrastructure



Food and
beverage



Power
generation



Single and multi-
family housing



Wind power



Commercial and
institutional
buildings



Metals and
mining



Rail



Utility industry

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