

PRODUCT HIGHLIGHTS

## Power Connections program 2022

Get connected.

Blackburn<sup>®</sup> | Color-Keyed<sup>®</sup> | Sta-Kon<sup>®</sup>



## 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

- 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 batterypowered 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

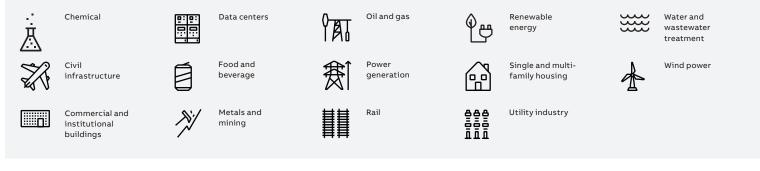


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