



My world of installation
Solutions for distributors

My world solutions for distributors

Your comprehensive toolbox for successful sales



Our comprehensive portfolio offers a complete range of solutions and services for home, commercial and industrial applications. Easy, fast and space-saving solutions, global availability and reliability make life easier for electrical installers, panel builders and distributors.

What's in it for you and your customers?

As ABB partner you can exclusively benefit from our my world of installation campaign. Our my world distributor program, which is part of it offers the following benefits:

- comprehensive product portfolio
- consistent marketing activities
- dedicated sales promotions
- extensive marketing material
- online distributor finder
- professional service & support
- comprehensive training programs

My world of installation

Low- and medium-voltage products



My world distributor program



My world distributor program

What we offer – in detail



Within the my world of installation campaign, we support our distributors with a multitude of actions and materials, which help to further develop their business for low- and medium-voltage installations.



Online distributor finder

A great benefit of the my world distributor program is a presence in our exclusive web directory. Here, your potential clients can find a suitable local ABB distributor with a click of a button with the option to sort according to relevant criteria. This is how we help you reach new clients easily and efficiently. Please join the my world distributor program.



Dedicated sales promotions

To make the ABB offer even more interesting for your clients, we develop new sales promotions tailored to local markets on a regular basis, which you can use for your marketing efforts. We will support you with communications materials, as well as corresponding product bundles.



Extensive marketing material

To address your clients through all channels and touch points at the same time, we have already developed a comprehensive marketing materials package, which includes everything from brochures to give-aways. Please contact your local ABB sales representative to be able to take advantage of this offer.



Consistent marketing activities

We will accompany the my world of installation campaign internationally with a multitude of marketing activities. This will range from eye catching presence at all relevant trade fairs to a strong web presence supported by advertising and PR articles.



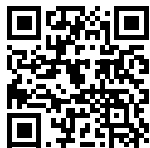
Professional service and support

If you should at any time be facing a challenge or query you cannot solve on your own, our professional technical support staff is available to help you. Therefore, with the my world of installation offer, you can always find a fitting solution for your clients even for difficult tasks.

My world distributor program

What you need to provide

To ensure the quality of all participants in the ABB my world distributor program, all participants need to meet a few criteria. You can find more details on this in the online registration form.



Join in for
my world distributor
program

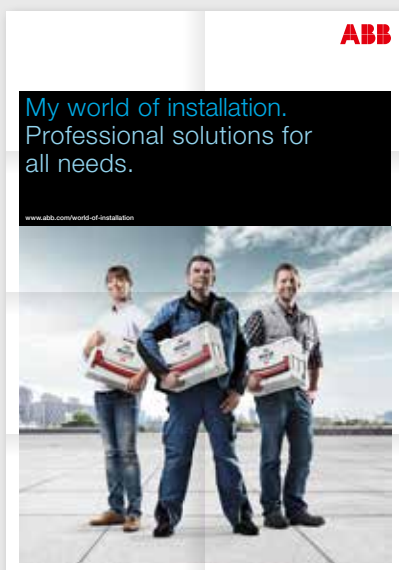
1. Go web and fill in the registration form

The way to the my world distributor program leads through the online registration form. Here we query you on your product portfolio among other things, to be able to supply potential clients with a result tailored to their needs in the web trader search.



2. Order your my world POS-package and install it

As soon as you are a participant in our my world distributor program, you can take advantage of our comprehensive POS package. It allows you to adequately present the my world of installation concept on site at your facility - attention guaranteed.



Your "My world of installation" campaign poster is already a part of this flyer. Just unfold it completely and choose the right place.

My world POS-package



Haribo sweets

Money tray



Candy box for haribo sweets on your counter



Installer cardboard standup

My world of installation. Professional solutions for all needs.

www.abb.com/world-of-installation



Contact us

ABB

Electrification Products division

Cityport, Affolternstrasse 44, Zurich 8126
Switzerland

For more information and local contacts,
please visit:

www.abb.com/world-of-installation

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