

Results-Driven Power Control Roadshow brings ABB Low Voltage Products to prospects and partners in Portland

(Machine builders, crane makers, pulp and paper processors see the range of ABB products that ensure efficient energy usage, power quality, and productivity from automation equipment)

PORTLAND, OR, October 7, 2005 . . . Electrical engineers and operations managers from processing companies and OEM companies building machines such as shredders and cranes were among the more than 100 customers attending the ABB Low Voltage Products Roadshow this week in downtown Portland.

“The access to technical expertise and answers to questions person-to-person creates a very lively interchange between our partners, ABB personnel, customers and prospects,” notes Steven Jones, the ABB coordinator of the Roadshows. The high percentage of registrants attending the show from the greater Portland-Seattle corridor brought their questions “and came to learn,” Jones reported.

The show offers a close-up look at drives, controls, instrumentation and process automation solutions, and the chance to talk with the product experts on the more than 15 ABB product lines that are exhibited. The Roadshow, making stops in key regional markets, now travels to Indianapolis in early November, before moving on to California in January.

20 Sales Calls in One Stop

ABB channel partners and industrial distributors are on hand, both in support of customers and prospects, and to introduce attendees to the wide array of industrial power control solutions now offered through a single point of sales contact.

“Not only do our partners and distributors learn more about the host of products ABB provides for ensuring power quality and efficient energy usage, but they also identify additional devices and solutions to help customers,” according to Luther Baldwin, the western regional vice president for ABB Low Voltage Products. “In that way, these shows are a powerful tool that enables distributors to make 20 sales calls in a single day in a single venue. And customers can see a wide range of additional ideas and solutions – from a vendor they already trust.”

Know-how, Too

Workshops that offer customers practical, technical know-how for applying automation solutions are in high demand from Roadshow attendees, too. Each workshop is one hour long and is scheduled twice (morning and afternoon), so attendees can compact a lot of learning into a day. They are designed to provide concrete training and technical information on applications and procedures – from sizing motors to wireless sensor control of flexible automation equipment. These workshops include such topics as:

- **Drives and motor sizing made easy**
- **Prevent costly downtime using three-phase voltage monitors**
- **Eliminate confusion in motor starting**
- **Energy savings and free drives**



- Yoga for your motors
- **Systrumentation: Integrated Control and Instrumentation**
- **Tools You Can Use – CAD Programs, Configurators, Selection Guides**

Real Solutions; Building Relationships

In addition to Customer Day, ABB factory personnel, district sales managers (who comprise the sales team working with ABB sales partners), manufacturer's representatives and distributors, also attend Channel Partner Day (day 1).

“The combination of both internal education of partners, and this commitment to building relationships with customers right where they live, work and play, is gaining momentum with each Roadshow,” notes Baldwin. “Distributors tell us again and again that they want to bring even more customers to the next show. Seeing this deep range of products in exhibits and in working demonstrations, explained by the experts responsible for them, is very compelling.”

As ABB continues to focus on helping customers access stable power quality, save money through smart energy usage, increase production, and automate processes, ABB's business will grow, too, Luther noted.

ABB Inc., Automation Technologies, Low-Voltage Drives, is the world's largest manufacturer of electric motors and drives (<http://www.abb-drives.com>). And ABB Inc., Automation Technologies, Low-Voltage Products & Systems is a leading manufacturer and supplier of control products (<http://www.abb-control.com>). ABB Low-Voltage Products now offers both drives and control products from a single point of sales contact.

ABB (www.abb.com) is a leader in power and automation technologies that enable utility and industry customers to improve performance while lowering environmental impact. The ABB Group of companies operates in around 100 countries and employs about 115,000 people.



Channel Partners and Distributors Review the latest developments on motor starters.



Customer introduction to new CAD and Drives Product Configurator tools.



Roadshows include working demos of a host of controls and drives products.

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