ELECTRIFICATION U.S | AUGUST 2026

DISTRIBUTOR BRANCH SOLUTIONS

Elevate your branch with ABB
in-store merchandising goods

ENGINEERED
TO OUTRUN

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ABB
ReliaGear®
Merchandised Lighting
Panelboards
For projects with quick turnaround
ENGINEERED
TO OUTRUN
ABB
ReliaHome™
Load Centers and
Circuit Protection
For all that matters
ENGINEERED
TO OUTRUN
ABB
ABB

Elevate customer awareness and boost sales

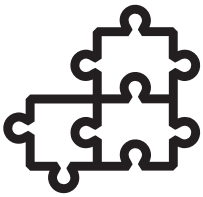
The use of multiple touchpoints to create a seamless, customer-centric buyer journey is essential in today's market. Your branch showroom provides the perfect opportunity to welcome customers in need of quality solutions into a visually engaging, educational and transactional space. Products that are easily seen often become products that customers are more comfortable purchasing.

ABB offers a wide range of branch solutions designed to help create awareness and move available inventory. Leverage this guide to create a consistent, recognizable display of ABB branch solutions.

ABB distributor branch solutions benefits

Drives awareness and foot traffic to new products and available inventory.

Creates a positive association with the ABB brand and encourages customer loyalty.



Supports local branch planning by helping to optimize space, creating a more strategic location.

Easy ordering process.

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Brand awareness and counter goods

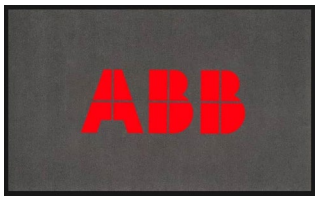
Easy placement

IDEAL FOR BOOSTING COUNTER CONVERSATION AND SALES

Add dynamic, branded elements to your space that help to shape a cohesive environment and provide additional education or visual interest.

Counter Stool
ITEM: ABBEP95

Size: 30" tall



Floor Mat
ITEM: ABBEP29

Size: 3' x 5’

Banner
ITEM: ABBEP70

Size: 2' x 3'

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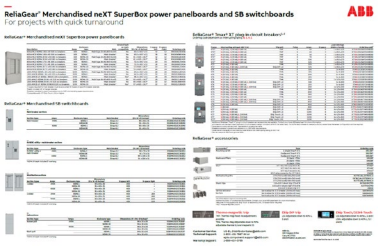
Brand awareness and counter goods

Easy placement

IDEAL FOR BOOSTING COUNTER CONVERSATION AND SALES



ReliaGear® Merchandised neXT SuperBox Power Panelboards and SB Switchboard Counter Mat
ITEM: ABBEP216
Size: 17" x 26" x 1/8" thick

ReliaHome™ Circuit and Surge Protection Display
ITEM: ABBEP185
16”W x 27”H x 15”D

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Headers

Create a polished, cohesive aesthetic by anchoring allocated space with an ABB header. Ideal for slatwall displays.

Available in white or red background options in various sizes.

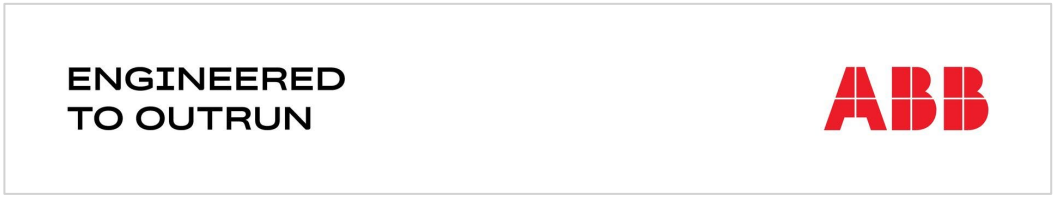
PRODUCTION: 5 business days

ABB logo only
ITEM: ABB222
SIZE: 18” x 8.6499”

ABB logo only
ITEM: ABB223
SIZE: 18” x 8.6499”

Header – Red
ITEM: ABB220
SIZES:
48” x 8.6499”
72” x 8.6499”
96” x 8.6499”

Header – White
ITEM: ABB221
SIZES:
48” x 8.6499”
72” x 8.6499”
96” x 8.6499”



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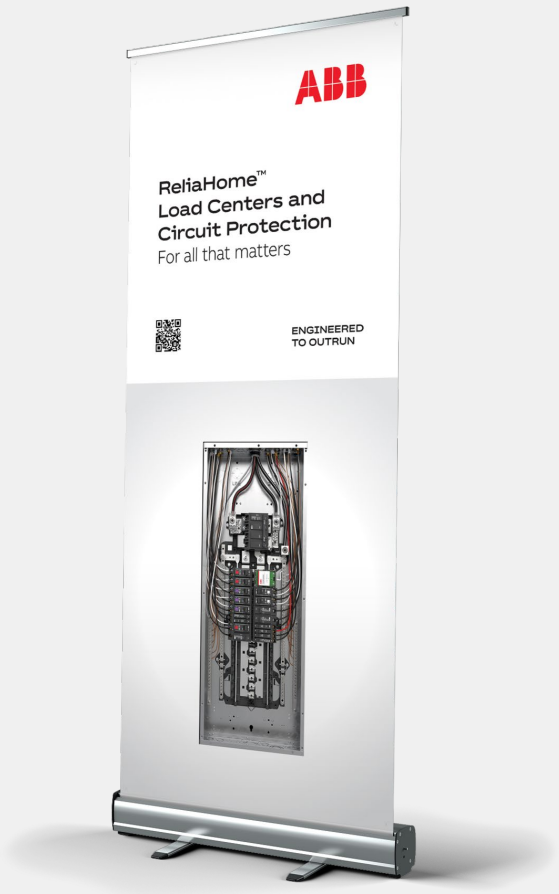
Banners

Single-sided, full-color and retractable

SIZE: 33.5" X 78”
PRODUCTION: 7 TO 10 DAYS

Retractable banner stands do an exceptional job of attracting customer attention in high-traffic areas.

Portability, durability and ease of assembly make them a flexible sales tool, driving engagement at entrances, events, and feature displays without disrupting the customer flow.



ReliaGear®
EXcelerate
SB and LV SG
ITEM: ABBEP188

ReliaGear®
Merchandised
Lighting Panelboard
ITEM: ABBEP187

ReliaGear®
Merchandised neXT
SuperBox Power
Panelboard
ITEM: ABBEP215

ReliaGear®
Merchandised
Solutions
ITEM: ABBEP186

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Banners

Single-sided, full-color and retractable

SIZE: 33.5" X 78”
PRODUCTION: 7 TO 10 DAYS

ReliaGear® XFMR with Factory-Installed IR Viewing Windows
ITEM: ABBEP226

ReliaHome® Flex
ITEM: ABBEP225

ReliaHome® Load Centers and Circuit Protection
ITEM: ABBEP190

ReliaHome® Residential Solutions
ITEM: ABBEP189

ReliaHome® ELITE Residential Circuit Breakers
ITEM: ABBEP232

ReliaGear® SB Commercial Metering Switchboards
ITEM: ABBEP243

Lighting Contactors
ITEM: ABBEP235

Spec-Setter™ Safety Switches
ITEM: ABBEP229

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Posters

Laminated and mounted on foam board

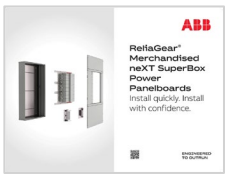
SIZE: 18" X 24" AND 24" X 36"
PRODUCTION: 3 TO 5 DAYS

Posters instantly capture customer attention in busy environments, communicating key information at eye level.

Use posters to educate customers, reinforce brand presence, and influence purchasing decisions by guiding attention where it matters most.

ReliaGear® EXcelerate SB and LV SG
ITEM: ABBEP194

ReliaGear® Merchandised Lighting Panelboard
ITEM: ABBEP200



ReliaGear® Merchandised neXT SuperBox Power Panelboard
ITEM: ABBEP214

ReliaGear® Merchandised Solutions
ITEM: ABBEP192

ReliaGear® XFMR with Factory-Installed IR Viewing Windows
ITEM: ABBEP228

ReliaHome® Load Centers and Circuit Protection
ITEM: ABBEP196

ReliaHome® Residential Solutions
ITEM: ABBEP195

ReliaHome® ELITE Residential Circuit Breakers
ITEM: ABBEP234

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Posters

Laminated and mounted on foam board

SIZE: 18" X 24" AND 24" X 36"
PRODUCTION: 3 TO 5 DAYS

Lighting Contactors
ITEM: ABBEP237

ReliaGear® SB Commercial Metering Switchboards
ITEM: ABBEP245

Spec-Setter Safety Switches
ITEM: ABBEP231

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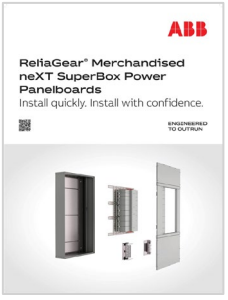
Posters

Laminated and mounted on foam board

SIZE: 18" X 24" AND 24" X 36"
PRODUCTION: 3 TO 5 DAYS

ReliaGear® EXcelerate SB and LV SG
ITEM: ABBEP201

ReliaGear® Merchandised Lighting Panelboard
ITEM: ABBEP200

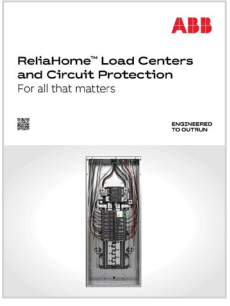


ReliaGear® Merchandised neXT SuperBox Power Panelboard
ITEM: ABBEP213

ReliaGear® Merchandised Solutions
ITEM: ABBEP202

ReliaGear® XFMR with Factory-Installed IR Viewing Windows
ITEM: PENDING

ReliaHome® Energy Management
ITEM: ABBEP224



ReliaHome® Load Centers and Circuit Protection
ITEM: ABBEP204

ReliaHome® Residential Solutions
ITEM: ABBEP203

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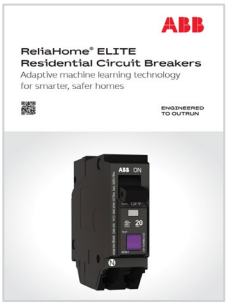
Posters

Laminated and mounted on foam board

SIZE: 18" X 24" AND 24" X 36"
PRODUCTION: 3 TO 5 DAYS



ReliaHome® ELITE Residential Circuit Breakers
ITEM: ABBEP233

ReliaGear® SB Commercial Metering Switchboards
ITEM: ABBEP244

Lighting Contactors
ITEM: ABBEP236

Spec-Setter™ Safety Switches
ITEM: ABBEP230

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Show and sell

ABB is committed to the success and growth of our distributor partners. No matter the size of your location, our branch solutions program offers a variety of marketing resources to spark interest and make selling easier.

GET STARTED

1. **Consult with your local ABB account manager**

2. **Develop a joint plan that incorporates various marketing resources appealing to different customer types, including those who:**
   - Don’t shop a specific product category - Awareness
   - Shop a specific product category but not the ABB offering - Consideration and purchase
   - Already know and shop ABB – Repeat business

3. **Confirm whether ABB will place the actual order on your behalf.**

4. **Designate an employee champion to help ensure marketing resources remain in presentable condition.**

5. **Review and update the plan with your local ABB account manager regularly.**

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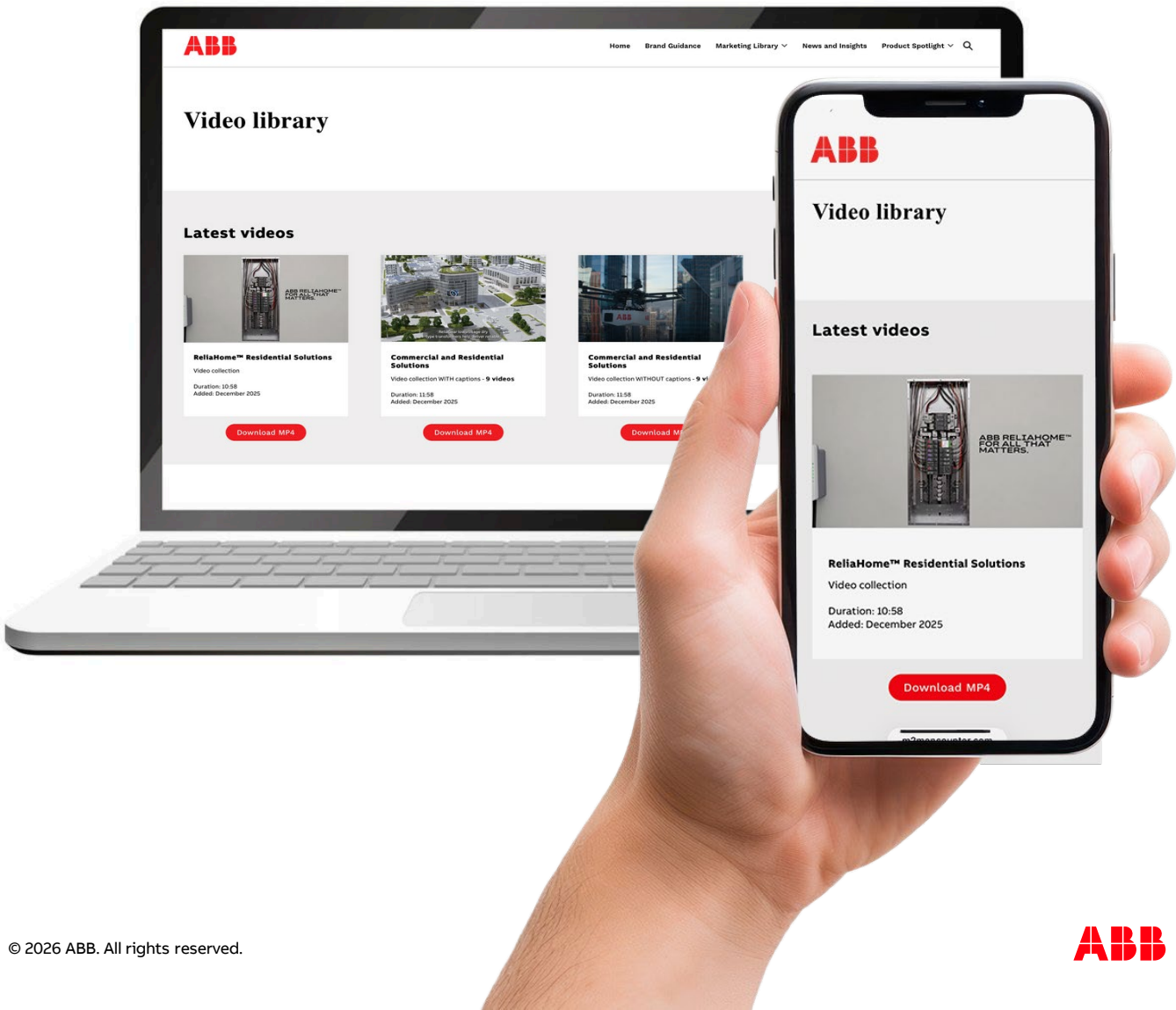
Show and tell

In addition to our visual branch solutions, be sure to leverage our video library featuring new product intro videos, product features videos and more. Browse the video library page on the ABB Marketing to Marketing (M2M) distributor asset portal then download the available format of your choice.

ACCESS VIDEOS: m2mencounter.com/videos-library



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How to order

CONTACT

Lauri Ratcliffe
Brand, inventory, order status and
market development funds inquiries

CONTACT US

TWO EASY WAYS TO ORDER:

1. Contact your local ABB account manager to apply market development funds (MDF) towards your purchase.
2. Purchase online via credit card - orders.corp-imaging.com/ABB

VIEW ONLINE SITE

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