

QUICK REFERENCE GUIDE

# Power Connections program

## Merchandising solutions

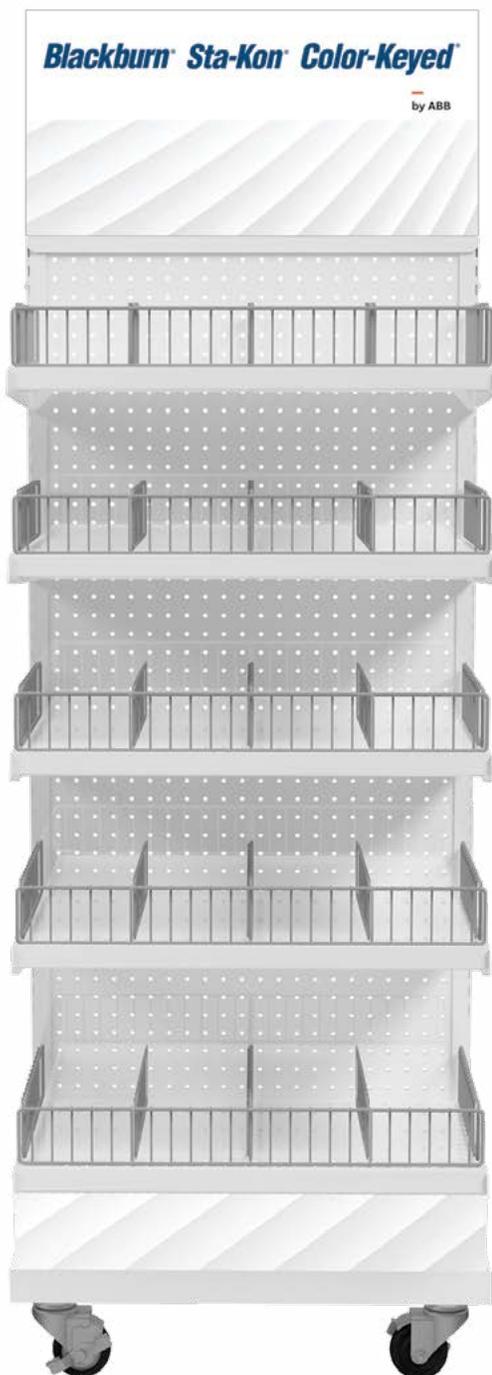


ABB is committed to the success and growth of our distributor partners. Our merchandising program is one of the many ways that we demonstrate this commitment to you. An effective merchandising program can help increase your profitable counter sales by as much as 20%. At ABB, we provide you with display units and accessories to meet your needs.

### MRCH-2000KIT-W

2' MERCHANDISER DISPLAY

\$416 per unit

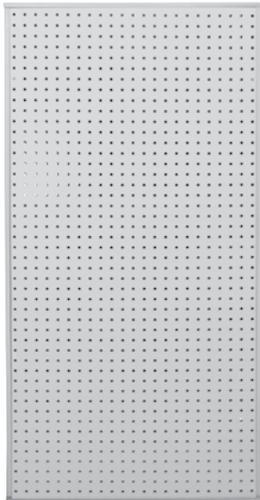
Size: 71" high x 24" wide  
(including 12" high x 24" wide header)

#### Shipment contains:

- 1 – 2' header
- 1 – 2' gondola
- 1 – 2' caster base
- 4 – 2' gondola shelves
- 28 – 3" x 11" shelf dividers/ends
- 7 – 3" x 13" dividers/ends
- 5 – 3" x 24" front binning

Our distributors can use their co-op funds to purchase displays. Co-op claims for merchandising are paid at 100%.

# Display components



**MRCH-2002**  
2' x 4' Pegboard, \$48



**MRCH-1002-W**  
2' Gondola, \$143



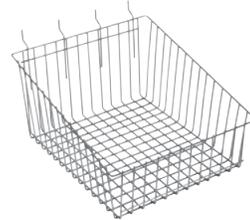
**MRCH-1402-W**  
2' Gondola Casters, \$86



**MRCH-1404-W**  
2' Gondola Shelf, \$38



**MRCH-1408-2CL**  
Clear Plastic Bins  
\$8



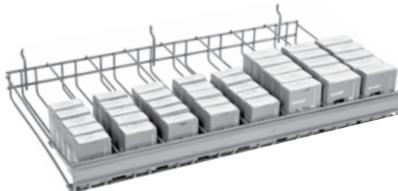
**MRCH-1406**  
Wire Basket, \$37



**MRCH-1414**  
7" Plastic Shelf Liners, \$5



**MRCH-1415**  
4" Peghook, \$0.20



**MRCH-1422-W**  
Specialty Shelf for  
Sta-Kon Connectors, \$45



**MRCH-1413**  
3.25" Plastic Shelf Liners, \$5



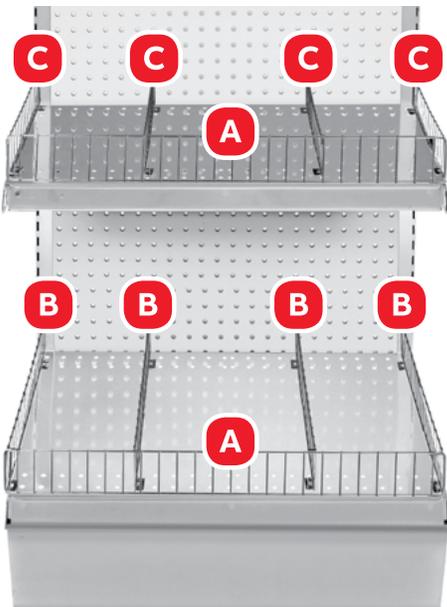
**MRCH-1416**  
6" Peghook, \$0.22



**MRCH-1417**  
8" Peghook, \$0.28

### Metal Binning

- A) **MRCH-1418** – 2' Shelf Front \$4
- B) **MRCH-1409** – 2' Base Side Divider \$2.51
- C) **MRCH-1407** – 2' Shelf Side Divider \$2.35



### Counter accessories

To view our promotional products and place orders:

At the new ABB promotional product website, you can find custom apparel and promotional products.

Please note that these products are separate from the merchandiser components. Order and pay with credit card, and if you have co-op funds available, you can submit a request for co-op reimbursement on the purchase. Requests can be reconciled directly with Lauri Ratcliffe at [lauri.ratcliffe@us.abb.com](mailto:lauri.ratcliffe@us.abb.com).



# How to order

**Participation is easy!** Our distributors can use their co-op funds to purchase displays. Co-op claims for merchandising are paid at 100%.

To place an order:

(ABB employees require VPN connection)

## ELIP CoOp / ELGM MDF Requests

**Requestor\***  
[email address] ▼

**Entered on Behalf Of**  
If you are entering this request on behalf of someone else, enter their email address below. They will be copied on all notifications.  
Select... ▼

**National Account Information**  
**National Account Name\***  
[enter 'Other/Independent'] ▼

**Customer Information**  
**Business Unit\*** [enter 'ELIP'] **Sales Org to process credit on\*** ▼  
**TOPS Chain / District\*** ▼ ▼  
**Customer Index/Account Number\*** **Customer Name\***  
   
**City** **State**  
 ▼

**Request Information**  
**Event Date\***  
[date]  
**Event or Promotion Description\***  
[enter contact info and shipping address]  
[enter what is included in the order]  
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**Send Payment in the Form of\***  
Request a CREDIT: If your distributor paid for the event.  
Request a T&L CHARGE NUMBER: If you paid for the event with your T&L card.  
Request a P-CARD CHARGE NUMBER: If you or your regional admin paid for the event with a P-Card.  
Request OTHER: If payment is a 3rd party Purchase Order (ie Core Rewards) or a SPSD display order.  
[enter 'Other'] ▼

**Amount of Request\***  
[enter \$ amount of total order]

**Marketing Fund Bucket\***  
 Promotional Activities  Merchandise  Training  Equipment

**Purchase Order #s (if available)**

**Backup Documentation\***  
File [attach any files here]