

ABB presents its latest light switch range for luxury hotels and homes

Frankfurt, March 13, 2016 – ABB, a global leader in power and automation, is presenting its new light switch range Busch-dynasty®. Busch-Jaeger – a member of the ABB Group – has developed the Busch-dynasty® light switch range in conjunction with international interior design experts. Specially selected materials have been brought together with the latest technology in a perfected form – handcrafting turns each individual switch into something unique. All Busch-dynasty® frames are manufactured with great attention to detail. Surfaces are hand polished or brushed for the antique look.

The design is aimed at end customers, who demands the highest standard of style and exclusivity. The main areas of application include both luxury residential buildings and hotels and lifestyle shops. ABB has now expanded the range in response to the high demand for this special series.

There is a total of 50 new products for Busch-dynasty®: synthetic material or metal cover frames, which can be combined with all ivory or anthracite-colored ABB rocker switches, socket outlets and cover plates. Series switches, SCHUKO® socket outlets with LED control light or a 4gang KNX sensor with room temperature controller – the Busch-dynasty® cover frames present each function in a unique way. This switch range is available in 1gang to 5gang cover frames. They can be mounted vertically or horizontally.

Synthetic frames are available in two different colors, the metal frames in eight color/design combinations. Minimalist elegance and plain nobility or floral designs on an anthracite or ivory-colored background – these and other exclusive versions add luxury to any room.

With Busch-dynasty® ABB has created a light switch range to cover all tastes in terms of quality, design, surface feel and uniqueness.

Product advantages

- Luxury design, outstanding quality
- Each handmade product is unique
- Various different styles and many combination options
- Can be combined with all ABB ivory or anthracite-colored rocker switches, socket outlets, cover plates

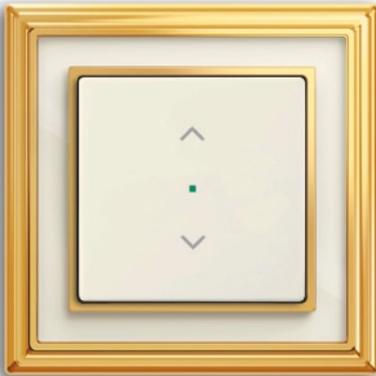
ABB (www.abb.com) is a leading global technology company in power and automation that enables utility, industry, and transport & infrastructure customers to improve their performance while lowering environmental impact. The ABB Group of companies operates in roughly 100 countries and employs about 135,000 people.



Handcrafting quality – each frame is unique, here with rocker switch.



Busch-dynasty® frames present each function in a unique way, here the combination with a socket outlet.



Modern technology, high quality presentation: the blind push-switch, for example.



The flush-mounted radio from ABB in the high quality Busch-dynasty® look

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