

## Case Study

# ABB home automation adds value to new homes ABB-free@home solution is key selling point for new home developer in Poland



**Real estate is an investment that grows over time and like anywhere else, people in Poland want to invest in and own their homes. With ABB's intelligent home automation system, ABB-free@home, homeowners can not only save costs and energy but also ensure that their home's value will increase over time with future-proof home automation. And for housing developer Maciej Piórkowski, ABB-free@home was a main differentiator when selling homes in an exclusive residential suburb of Zielonka. Here a new housing project called Ossowska 85 features 24 multi-family homes in the midst of meadows – yet a convenient 15-minute drive to the city of Warsaw.**

Many building project organizers see the market potential of selling affordable homes to Warsaw's middle class and look for ways to differentiate with key selling points.

Maciej Piórkowski's is an entrepreneur who invests in housing projects but also owns a small electrical installation company. And here is where Piórkowski has had a long-term relationship with ABB buying various low voltage products such as miniature circuit breakers, wiring accessories, and KNX technology-based products. For the new housing project at Ossowska 85, Piórkowski asked ABB for support. Already familiar with ABB's quality and advanced technology products, he was looking for a key selling point that would add value to his housing project.

ABB recommended the new ABB-free@home solution, which enabled Piórkowski to combine all functions of a modern home automation in a user-friendly system and cost-efficient way. Installation also requires less effort saving valuable time during commissioning. He also decided to use ABB's products for the whole electrical installation, like enclosures and DIN-Rail devices. As door entry system, ABB Welcome is installed.

„When I first learned about ABB-free@home I knew it was exactly what I needed,” said Maciej Piórkowski.

„ABB-free@home offers me a modern and cost-efficient home automation solution that I can promote as a key benefit of the homes.“



**With ABB-free@home installer and homeowner needs can now be met without any great effort and new customers brought on board thanks to benefits the system offers.**

- Innovative and modern design
- Easy and fast programming
- Flexible installation options according to specific needs
- Competitive solution

„I was really impressed about the fast installation of ABB-free@home. And it is definitively a boost for my business because I can address it to a target group where each Euro counts,” said Maciej Piórkowski.



#### **Excellent business opportunities are waiting**

Today, home automation touches everyday life. Here computers and smartphones have shown the way. Business is booming. One factor that is very important is energy efficiency. And here ABB-free@home offers electricians huge opportunities for greater success.

More and more builders need future-proof, easy home automation. Until now, this meant increased work on the part of electricians. With ABB-free@home customer needs can now be met without any great effort and new customers brought on board thanks to benefits the system offers.