

ABB Review reader survey

The ABB Review, published in 6 languages, 4 times a year, is ABB's corporate technical journal designed and written for a worldwide audience.

ABB Review Special Report, published in English only, features technical articles focused vertically on a special topic, a business segment or a product family.

We are always striving to improve these publications and we need your help to do it. Your input is vital so that we can better understand your needs. Therefore, in this issue of ABB Review, you will find a two-page questionnaire and we ask you to take a few moments to fill it out and fax it back to us on +41 43 317 6442 or send it by post using the enclosed envelope.

The survey is also available online at www.abb.com/abbreview

Thank you for your support.



Nils Leffler
Chief Editor
ABB Review

Industrial design combines artistic flair with functional realism for the benefit of the user. Designers are now fusing visually pleasing forms with sound engineering and good functionality in many industrial products.

This small revolution has come about because customers recognize the value of well designed and good looking industrial products. At the same time, suppliers are aware that common design features greatly enhance branding efforts.

The design process within the ABB Group is light on regulations but strong on common elements. These elements, or attributes, go more than just skin deep, touching several product levels. In turn, these products represent quality, reliability and ease-of-use, while safety and sustainability criteria are reflected in the choice of material and physical parameters. Ultimately, however, they should conjure up a positive image of what it means to be 'Made in ABB'.



The value of a brand



Many people are familiar with Andy Warhol's famous 1962 painting of a tin of Campbell's tomato soup. With this picture, Warhol focuses our attention on something more than just a can of convenience food with a price label. Subconsciously, he forces us to not only view the product as fulfilling a particular function, but it does so with an element of artistic quality attached. Certainly from a marketing point of view, Warhol's painting changed the way people viewed familiar everyday products as well as spreading the Campbell's name to a much wider audience.

ABB is a name that speaks volumes to the global manufacturing and utility industries. The group's success comes from a century of supplying high quality and high performance products and systems to its customers. These customers buy functionality emphasising safety, reliability, availability, low life cycle cost, low maintenance, ease-of-use and environmental compatibility.

Over this time, however, customer expectations have been growing, not only in terms of functionality and ease-of-use but also in terms of industrial design. Industrial companies, like ABB, have come to realize that good and attractive design is critical for brand recognition in the global marketplace.

This works well for 'single-product' companies like car manufacturers – a Porsche is still a Porsche even if its models look slightly different for the various customer segments.

ABB, on the other hand, serves a broad range of customers in its two core areas of competence: Power and Automation technology. With thousands of different products, from cables to motors to process control systems, common industrial design has presented itself as quite a challenge.

Over the last number of years, ABB has developed a systematic approach to the use of industrial design, which has resulted in product improvements such that we have attained a leading position in design and innovation. Fusing aesthetic form with enhanced functionality, our design principles are more than just skin deep. They touch several levels in our products in order to satisfy various customer requirements.

In this issue of ABB Review, we present examples from the group's broad product range that show how we, in fact, cover all customer requirements as part of our design process. At the same time, these examples show how industrial design is effectively used to

communicate the company's inner values to the outside world. Whether you operate a smart circuit breaker, a motor soft starter or a flow meter for water management, the look and feel of ABB products will tell you at a glance what to expect and what 'Made in ABB' symbolizes.

A handwritten signature in black ink that reads "H. Jorka, Bayegan".

Markus Bayegan
Chief Technology Officer