



DISTRIBUTOR INCENTIVE PROGRAM

ABB Power Connections loyalty program

Grow your business with industry-leading ABB power, grounding and wire termination products.

Blackburn® | **Color-Keyed®** | **Sta-Kon®** | **Shrink-Kon®** | **EZCODE®**



At ABB, we understand that your success is our success. That's why we're committed to delivering world-class product solutions and mutually beneficial programs that create stronger partnerships with distributors, enabling us to succeed together.



The new ABB Power Connections loyalty program gives distributor partners who are Platinum and Signature ELIP distributors the opportunity to benefit even more from their commitment to our Power Connections product lines.

Three participation levels offer the flexibility to cover your level of Power Connections business. Advantages include exclusive promotions, dedicated specialized technical support services and the opportunity to earn a free application tool commensurate with your percentage increase of YOY Power Connections product sales.

ABB Power Connections product lines

- PL006 — Blackburn® mechanical connectors
- PL007 — Color-Keyed® compression connectors
- PL014 — Blackburn® grounding products
- PL029 — Sta-Kon® wire termination products
- PL131 — Application tooling
- PL017 — Shrink-Kon® heat-shrink insulation
- PL016 — EZCODE® identification products



Simplified partnership



Industry-leading product portfolio



Earn free tools and dies

For accounts who send in POS information, there will be a delay in reporting sales numbers until POS information is sent in.
*AD/IMARK Vid Program.

ABB Power Connections loyalty program levels

Distributor level	YOY growth goals		
	15%	25%	35%
Level 1 (\$100,000+)	TBM12PCR-LI	TBM14CR-LI	TBM15CR-LI
Level 2 (\$50,000–\$99,999)	TBM6PCR-LI	TBM62CR-LI	TBM12PCR-LI
Level 3 (\$20,000–\$49,999)	TBM6S	TBM14M	TBM6PCR-LI

Level 1



TBM12PCR-LI



TBM14CR-LI



TBM15CR-LI

Level 2



TBM6PCR-LI



TBM62CR-LI

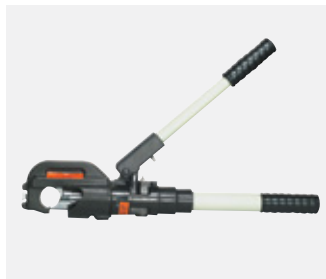


TBM12PCR-LI

Level 3



TBM6S



TBM14M



TBM6PCR-LI

Sign up today

To enroll in the program, fill out [this form](#) or contact your ABB account manager for more information about the ABB Power Connections loyalty program. Once you're enrolled, we'll track your progress and send you a promo code for your free tool commensurate with your YOY sales increase.

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