

A line life cycle updates for 2016-2018

In May 2013, ABB introduced the complete AF contactor range from AF09 to AF2650. With this announcement, AF technology became the new standard for ABB and established a new industry benchmark in motor protection and control. During 2015, the adoption of AF technology soared and sales of AF contactors are projected to double from previous year. In addition, this year ABB also introduced its newest manual motor protection device, MS165, extending the offering with a completely harmonized product.

Moving into 2016, ABB LPCP formally announces product life cycle changes for A line contactors, overloads, associated accessories, along with manual motor starters. The attached life cycle changes outline the movements from Active status, Classic phase, Limited production, and finally, Obsolescence.

With these life cycle changes will come price increases. Pricing teams will formally announce a 10% increase on the following product groups. Regional quotation managers are currently applying this increase to SPA renewals for 2016, and a notification will go out to distributors regarding the 10% increase to the list price (Gold Book) effective February 1, 2016 for the following product groups.

Product groups receiving 10% increase:

50771, 50772, 50773, 50776, 50777, 50779, 5077A, 5077C, 5077F, 5077J, 5077R, 5077T, 507HD, 507HR, 507K3, 507K4, 507K7, 507KC, 507KT, 507L6, 507L7, 507L8, 507M3, 507M5, 507N6, 507N7, 507N8, 507N9

Over the past two years, the sales force supported this new technology by aggressively pursuing the market and transitioning existing customers. For any accounts that are still using products affected by these life cycle changes and price increases, please take necessary steps to complete transition in order to provide our customers the best overall products and pricing.

As you will notice, price increase and changes in life cycle are delayed if ABB is unable to offer a direct replacement. If you have a customer who expresses valid concerns or has technical limitations, please escalate through appropriate channels to product management. Furthermore, if there is inventory alignment gap, please contact product management and utilize the inventory request (OI Request) located on TNB intranet.

Reference materials:

- Product line 507 life cycle updates (1SXU101110L0201)
- Value proposition - AF contactor range (1SXU100111L0201)
- AF contactor range - pocket book (1SBC100194B0201)
- MS165 value proposition (1SXU131005L0201)
- MS handbook for North America applications (2CDC131085M0201)
- Motor protection and control - main catalog (1SBC100192C0203)
- Motor protection and control - short form catalog (1SBC100195C0202)

Contact your local product application specialist for support or contact LVP technical support at: 1-888-385-1221 (option 1) or lvps.support@us.abb.com.

Please distribute this message to your corresponding distributors.

In the coming months, product marketing will continue to supply updates and useful information to support a successful transition. Thank you for your support.

Contact us

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