Welcome to the ABB operation in New Berlin, Wisconsin

ABB – Who We Are

Welcome to ABB New Berlin, Wisconsin. You are visiting the North American headquarters of the world's largest drives manufacturer. ABB Ltd. is a leading international producer of automation and power technologies that enable customers throughout industry and utilities to improve productivity, energy efficiency, grid reliability and power availability. Sales worldwide exceed $20 billion per year, with a total of more than 102,000 employees serving customers around the globe. The company offers more than 170,000 automation products, including the motor drives made here. Take a close look at our world-class capabilities while you are here. These are critical to our supporting your growth and success.

Four U.S.-based business units of ABB Inc., Automation Products, are located here. Low Voltage Drives is the largest, based on sales and number of employees, and joins Motors & Generators, Medium Voltage Drives and Advanced Power Electronics. Enjoy your visit!
COMMERCIAL EXCELLENCE

What Is A Drive?

Energy savings, control of processes, optimum quality in manufactured products, and physical comfort inside buildings are only a few of the benefits drives offer you and your customers. Drives run motors at the exact speeds required so you can put every kilowatt to work!

ABB offer a full line of variable-speed drives from fractional to 135,000 HP used in virtually all industries. Typical applications include pumps, fans, conveyors, mixers, extruders, cranes and lifts. This factory’s monthly production of thousands of drives, ranging from 1 to 250 HP, distinguishes ABB as a leading drives manufacturer in North America.

Base And Packaged Products

To expand the full line of standard product offerings, this factory invests continually in flexible production technology. Doing so makes it easy to also build Packaged Drives that incorporate control and/or power components. In addition, Industry, Application and Customer-Specific Drives can be offered as solutions tailored to the specific needs of customers.

Global Factory

The heart of the North American drives production facility is part of a global factory. Each pallet moving along the continuous loop of this assembly area includes an electronic “escort memory” chip embedded in its base, with the unique assembly and production requirements for the specific model of drive that pallet carries. This assembly area is identical to those at sister factories in Finland, China and India. Global products available locally anywhere in the world!

Advanced Performance Testing

Automated dynamometer testing ensures monitoring and production of the highest quality drives possible; such testing equipment also helps evaluate ABB drive-related products from vendors, subcontractors, and monitor how ABB drives perform compared to those from other manufacturers. Technology leadership at work.

As you tour the facility, you will see additional improvements being implemented. These include Six Sigma, Kaizen and other lean business tools that will enable New Berlin to achieve and maintain a world-class status for production capabilities and quality.

Channel Support For You

This focus on helping you succeed in your business with the right products, manufactured to the highest quality standards possible, also includes understanding your market, creating product demand, and supporting channel partners to deliver these leading automation solutions right to the applications where you need them.

Most ABB drives reach end users through a distribution network that stretches across North America. The commitment to strengthening this network through knowledgeable, expert and personal channel partners is a cornerstone of continuously building commercial excellence.

Helping you grow has helped New Berlin, too. ABB Low Voltage Drives:

• Is a leading global producer of electric variable-speed drives;
• Is a market leader of HVAC drives in North America;
• Pioneers drives that combine simplicity, convenience, fieldbus connectivity, harmonic mitigation and programmability, to make installation and operation easy; and
• Serves you through more than 2,800 people in 50 countries.

Complementary Product Portfolio

ABB continues to expand the mix of products, support and service offered to you locally through our channel partners. The ABB Power and Control Industrial Sales Team now makes it easy for customers like you to get a wide breadth of drives and controls products via a single point of sales contact. For you, that’s one call, rather than needing to call different contacts for different ABB automation products. This is a model for our pursuit of providing you One Simple ABB.

Help That Never Sleeps

Over 300 employees work at this 200,000 square-feet facility. Thousands of motor drives are produced, fully tested, packaged and shipped to customers throughout North America every day.

When you need a drive in the middle of the night, ABB is there, too. “Red Carpet Service” personnel check existing stock for what you need and, if available, ship drives immediately, to get you up and running within hours.

Substantial investment in R&D is one reason ABB is a leader in these drives and automation products. Through innovative engineering, and continuous renewal of the product portfolio, New Berlin offers the market the widest, most current product range available.

Also Made in ABB

Business Units, Motors & Generators, MV Drives and Advanced Power Electronics also share office and manufacturing operations at this location. The operations are a cornerstone of ABB Automation Products’ business area and are responsible for the product development, applications design, manufacture and servicing of AC and DC drives, engineered drives and control systems, motors, generators, and power conditioning and power quality systems.

ABB Motors, Generators and MV Drives serve the U.S. market with reliable and energy-efficient solutions for all industries, including power generation, petrochemical, pulp and paper, metals, mining, marine, water/wastewater and all other general industries. ABB Advanced Power Electronics serve distributed and renewable power generation applications and are utilized in power quality systems for the utility power grid. Pioneering trends on many fronts, ABB’s inverter technology is used to convert the electric energy from windmills, micro turbines and fuel cells into utility-grade power and help stabilize the voltage in our utility grids.

PEOPLE EXCELLENCE