While stocks last:

Purchase a PSE softstarter and get a FREE ABB screwdriver

Please retain your proof of purchase. Our standard terms and conditions apply.
The PSE softstarter is the world’s first compact softstarter with torque control and LCD display. It is developed in close cooperation with customers to ensure that the product fulfills their important needs. The PSE softstarter is ideal for any application where space is limited, but where advanced functionality is still required. It is suitable for all common applications such as pumps, fans, compressors, conveyor belts, and more.

Easy
One of the most important features of any electrical device is that it is easy to set-up and easy to use. The PSE softstarter is equipped with a language neutral backlit display and an easy-to-use four button keypad. In addition, the built-in by-pass provided in this compact unit reduces the number of connections, making it easy to mount and ultimately decreasing both time and cost of the installation.

Efficient
Knowing what the customers want has made it possible to design a softstarter that really fulfills their needs, without adding unwanted complexity. This gives excellent value for money and, together with the built-in by-pass for energy saving, makes the PSE softstarter a very efficient choice.

Reliable
The PSE softstarter is designed to ensure exceptional reliability, even in tough and harsh environments. Features such as torque control eliminates water hammering, and thereby, greatly reducing the mechanical stress on pump systems and provides a more reliable operation with less downtime.

ABB Limited
Low Voltage Products division
Phone: +64 9 966 4600
Fax: +64 9 966 4601
Email: lvproducts@nz.abb.com
www.abb.com/lowvoltage

Northland, North Auckland:
Glen Williamson 021 353 811 glen.williamson@nz.abb.com

Central & West Auckland:
Debbie van der Schyff 021 241 5265 debbie.vanderschyyf@nz.abb.com

East & South Auckland:
Koloa Hau 021 565 128 koloa.hau@nz.abb.com

Waikato & Bay of Plenty:
Dicky Windt 021 773 292 dick.windt@nz.abb.com

Lower North Island:
Zain Hardcastle 021 569 191 zain.hardcastle@nz.abb.com

Christchurch North & West Coast:
Tim Gallagher 021 241 2864 timothy.gallagher@nz.abb.com

Christchurch South:
Louv van-Heerden 021 565 133 louw.van-heerden@nz.abb.com

Building Automation:
Simon Horlock 021 527 205 simon.horlock@nz.abb.com

Building Automation, Product Specialist:
Vaibhav (Bobby) Merai 021 969 244 vaibhav.merai@nz.abb.com

Internal Sales:
Tushar Warkhade 09 966 4600 tushar.warkhade@nz.abb.com