

ABB Electrification Authorized Water Market Partner Distributor Program



The ABB Electrification Water Market Partner Program combines the strength of ABB’s innovative and industry-leading solutions with the local market experience of select distribution channel partners to deliver an unparalleled offering to the municipal water market.



Program benefits

- **Trusted partner** — Seamless bond built on shared values and goals
- **Expanded offering** — Access to ABB’s water market low voltage motor control center
- **Visibility** — Greater visibility through participation in local trade shows
- **Sales boost** — Dedicated support to help identify new growth opportunities and expand your business
- **Recognition** — Selective partnership helps to strengthen your position as a leader in the water market
- **Training** — Ongoing technical and sales training to expand business knowledge and capabilities
- **Long-term shared strategy** — Collaborative business planning to maximize long-term growth goals

Program qualifications

- Must be an existing ABB Electrification Distribution Channel Partner with a valid Master Supply Agreement (MSA)
- Account in good standing with adherence to ABB’s Code of Conduct
- Proven history of \$2.5M+ annual order volume in the water/wastewater segment with ABB Electrification¹
- Demonstrated willingness to adhere to the program’s distributor partner commitments

Contact your local ABB sales representative to learn more.

¹ ABB Electrification divisions Installation Products and Services are not in scope for this program.