



Distribution partnership to offer customers larger portfolio of innovative products

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Source Atlantic to distribute ABB electrification solutions in Atlantic Canada and Newfoundland

Source Atlantic has been named as a new distribution partner for ABB's electrification products in the Canadian market. The new agreement will look to expand supply of ABB products and solutions and service continuity across the region.



As a reliable technology partner to government, commercial and industrial sectors, Source Atlantic has become a well-known name in offering innovative electrical solutions. The company specializes in the supply and delivery of a wide range of solutions and services that offer the convenience of a single source supply for sectors such as industrial, government, commercial and residential markets in Canada and beyond. Like ABB, Source Atlantic has established itself as a trusted technology partner and has become a household name for its innovative electrical solutions.

“Source Atlantic is proud to continue delivering value in Canada and Newfoundland with the addition of ABB electrical products for its customer base. This is a big breakthrough in our effort to provide customers with flexible and comprehensive electrical distribution, control, and power solutions product portfolio across Canada. We strongly believe that ABB’s innovative technologies and expertise can help us create a more complete offering for our customers,” says Scott Major, Electrical Sales Manager, Source Atlantic.

Through various collaborations, including an ABB T&B cable tray project in a Western Canadian food plant and projects in oil & gas, shipbuilding and food plants, the two companies have successfully built a cohesive working relationship. The relationship combines an extensive product portfolio and technical expertise with detailed knowledge of industries and applications together with a local market presence.

Through the channel partnership, ABB aims to simplify customer access to the extensive range of electrical distribution, control, and power solutions products. New innovative products will also be made available, including electric vehicle car chargers, energy storage systems, intelligent switchgear, and capacitor banks to name a few.

“With an expanded local presence, this partnership will allow ABB to support and serve customers specific needs, quickly and efficiently,” says Rob MacPherson, Vice-President, Industry, EPC and Business Development, ABB Electrification. “Working in partnership with Source Atlantic, our collective commitment to delivering products, systems and services that improve energy efficiency, reliability and productivity for industry, utilities, infrastructure, and data centers will be achieved.”

ABB’s Electrical Distribution, Control and Power Solutions product group includes medium-voltage and low-voltage distribution and control equipment, low-voltage miniature drives as well as products to manage the connection, protection and distribution of electrical power in industrial, construction and utility applications from the ABB Installations Product Division, formerly Thomas & Betts. ABB’s expanded portfolio ensures the safe, smart and sustainable electrification “from substation to socket” throughout industrial facilities and commercial installations, controlling power flow and quality. The company’s solutions are designed to meet Canadian safety and certification standards, while ensuring easy installation, operational efficiency and reducing downtime and unforeseen costs.

For further information about ABB solutions, visit: new.abb.com/ca/countonus

ABB (ABBN: SIX Swiss Ex) is a leading global technology company that energizes the transformation of society and industry to achieve a more productive, sustainable future. By connecting software to its electrification, robotics, automation and motion portfolio, ABB pushes the boundaries of technology to drive performance to new levels. With a history of excellence stretching back more than 130 years, ABB’s success is driven by about 105,000 talented employees in over 100 countries. www.abb.com

ABB's Electrification Business Area is a global leader in electrical products and solutions, operating in more than 100 countries, with over 200 manufacturing sites. Our 50,000+ employees are dedicated to transforming how people live, connect and work by delivering safe, smart, and sustainable electrification solutions. We are shaping the future trends of electrification, differentiating through technological and digital innovation while delivering an outstanding experience through operational excellence for our customers across utilities, industry, buildings, infrastructure, and mobility. For more information visit <https://go.abb/electrification>

Source Atlantic

Source Atlantic is an innovative and industry-leading wholesale distributor passionate about delivering value and exceptional service to customers in Canada and beyond. We partner with hundreds of world-class suppliers, offer a multitude of specialized and technical services, and have many value-added business solutions designed to improve customers' efficiency and productivity. With 500 employees, Source Atlantic has 24 branches in Canada with 14 specialized product and service divisions and was distinguished with a Canada's Best Managed Companies award for the last three consecutive years. www.sourceatlantic.ca

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