

NEWEST NZ ABB VALUE PROVIDER MEMBER

The ABB Value Provider Program has awarded Electrical Trade Distributors (ETD) their premium channel partner label for the Drives category, known as the ABB Value Provider.

This label is awarded to channel partners that have gone through an accreditation process and met rigorous standards for integrity of service and support.

Beyond serving the market directly, ABB continuously develops a network of value adding channel partners that enhance ABB's market reach and proximity. At the same time, it enables each customer to select the most suitable path to access ABB's offering.

ABB channel partners deliver services in seamless cooperation with ABB. They bring ABB's products and services straight to a client's front door. The ABB channel partners have in-depth knowledge of

local markets and are conversant with the defined ABB products and processes.

Essentially, a winning combination of the channel partners' agility and industry expertise with ABB's leading products – anywhere in the world!

ABB's channel partner network includes several levels of partnership with matching requirements and ABB Value Providers are authorised to the highest level and come with a proven track record.

"With an ABB Value Provider, you can be confident that you are being supported with the same level of expertise and objective advice that you get direct from ABB, combined with local knowledge

and experience." said Rodrigo Klava, National Sales Manager, Drives and Motors, ABB NZ.

The ABB Value Provider Program is a global channel partner program for distributors, wholesalers, panel builders, installers, service providers, system integrators, or power product OEMs.

ETD is a technical electrical low voltage distribution company with a focus on providing premium technical motor and drive products, solutions and support.

The strengthened partnership between ABB and ETD will help support the growing motors and drives market in New Zealand. With ETD offering ABB's energy

efficient motors and drives, customers will reap the benefits of improved machinery performance and lower energy costs, while at the same time having positive effects on the environment.

With 45% of the world's energy being used to power electric motors, increasing their energy efficiency is a vital step on the path to sustainability.

The company was founded in 2019 by Zain Hardcastle and Kapi Tanirau who collectively bring over 50 years' experience within the industrial electrical industry, of which 15+ years were spent working at ABB.

"We focus on specific quality product brands and provide support and service for

anything we promote with a low customer-to-sales specialist ratio that results in unparalleled customer care." said Zain Hardcastle, Managing Director of ETD.

Kapi Tanirau, Director of ETD, reported "We're excited to have this acknowledgement and have demonstrated to ABB that we consistently deliver the level of customer service and support they expect. We have achieved this by combining our years of experience and expertise with our commitment to four key areas; sales, support, service and engineering."

"This provides our customers with peace of mind that we are trained and certified to design, supply and support the products we

sell with the full support of our supplier."

ETD has offices in Wellington and Auckland that also specialise in soft starters, power quality & conditioning, robotics, industrial automation, and cover a variety of sectors from Food & Beverage, Pulp & Paper, Water & Wastewater, HVAC to Oil & Gas. ■



Grant Carter (Left), Local Business Manager for Motors, and Rodrigo Klava (Right), National Sales Manager for Drives and Motors, ABB NZ presenting Kapi Tanirau (Centre Left), Director, and Zain Hardcastle (Centre Right), Managing Director of Electrical Trade Distributors their ABB Value Provider certificate and plaque.