

SIGNATURE SERVICE 2025

Sales growth Support activities

Helping you to increase your sales of our products is a key component of the Signature Service commitment.

Here's how we work to support you year-round to help you grow your business:

- Dedicated Canadian sales force, regionally-based, focused on local opportunities
- Extensive marketing activities aimed at increasing brand awareness and loyalty among electrical contractors and installers
- Consistent advertising and product visibility in Canadian electrical trade press
- Regular presence at Canadian industry trade shows
- PowerTrain™ online training platform for Signature Service distributor employees

PowerTrain online training platform

Available exclusively to Signature Service distributors, the PowerTrain platform is packed with powerful product information and useful tips to help distributor employees excel at their jobs.

With 42 modules currently available and new content being added on a regular basis, you can count on the PowerTrain platform for indispensable training, related product information and the latest breaking news from ABB's Installation Products division.

Check out the dedicated PowerTrain content in this package for complete details.

Trade shows

We'll be present at a number of electrical and industry-specific tradeshows across Canada in 2025. Here are some dates that are currently on our calendar:

- EIAA Annual Technical Conference
Edmonton, February 7-8
- MineEx
Labrador City, February 19-20
- AEA Electrical Learning Expo
Red Deer, March 20
- Salon MCEE
Montreal, April 24-25
- Ideal Supply Show
Stratford, Spring (exact dates TBA)
- Skills Canada National Competition 2025
Regina, May 29-30
- CIGRE
Montreal, September 29 – October 2

Promotions and product launches

To help you stimulate sales, a number of exciting promotions and product launches are in the works for 2025. Complete details will be provided in the month preceding each event. Stay tuned!

