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WARRINGTON, UK, APRIL 30, 2019

# ABB appoints Betech as UK provider for NEMA motors

UK-based OEMs, machine builders and end-users requiring NEMA motors now have access to a single source of products and expertise from a dedicated ABB provider.

Betech is appointed the first UK ABB authorised value provider for low voltage motors covering the North American NEMA standard.

The Yorkshire based company has over 20 years' experience in sales, support and application know how for the NEMA product portfolio, having previously worked with Baldor motors before that company was acquired by ABB.

Richard Gee, ABB's UK Channel Manager for low voltage motors, says: "With its history, expertise and contacts, Betech is ideally placed to become the first UK official NEMA motor partner. As a US standard, NEMA motors are particularly in demand from OEMs exporting machinery to or from the US, or to territories that specify North American standards, such as Saudi Arabia."

As a fully certified ABB authorised value provider, Betech can access ABB's extensive NEMA stock held in Germany and the USA, as well its own local stocks. It offers a wide range of NEMA motors to suit many applications, including severe duty, explosion proof, washdown, pump, fan, HVAC and cooling tower. Betech has also invested in systems and training in order to provide industry-leading service levels and enquiry response times.

"This is the ideal time to become the ABB authorised value provider for NEMA motors as our knowledge and sales of this product range continues to grow," says Chris Benson, Managing Director of Betech. "Becoming an ABB authorised value provider confirms that we have the full confidence of ABB and that it recognises us as the UK specialist for its NEMA product range."

The ABB authorised value provider programme offers UK customers access to ABB motors, variable speed drives and mechanical power transmission products together with a wide range of services, technical advice, training and bespoke contracts. Although each ABB authorised value provider is an established and successful engineering company, all members of the network must undertake regular training to ensure its product, industry and technical knowledge is of the standard required to deliver accredited sales, support and service in close cooperation with ABB.

**ABB** (ABBN: SIX Swiss Ex) is a pioneering technology leader in electrification products, robotics and motion, industrial automation and power grids, serving customers in utilities, industry and transport & infrastructure globally. Continuing a history of innovation spanning more than 130 years, ABB today is writing the future of industrial digitalization with two clear value propositions: bringing electricity from any power plant to any plug and automating industries from natural resources to finished products. As title partner of Formula E, the fully electric international FIA motorsport class, ABB is pushing the boundaries of e-mobility to contribute to a sustainable future. ABB operates in more than 100 countries with about 135,000 employees. [www.abb.com](http://www.abb.com)



**Caption:** (L to R) Chris Benson, Managing Director of Betech is pictured with Richard Gee, ABB's UK Channel Manager for LV Motors

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