Johannesburg, South Africa, November 5, 2020

ABB and BI extend partnership to include high-efficiency IE3 motors

Low-voltage IE3 motors from ABB Africa will now be distributed by leading supplier [Bearings International (BI).](http://www.bearings.co.za) This is an extension of the existing partnership between the two companies, with BI already a distributor of ABB Dodge gearboxes. BI has been a Mechanical Power Transmission (MPT) partner for ABB since 2011.

BI is a channel partner under the ABB Value Provider Programme for distributors, explains Michael Wächter, ABB Motion Communications Lead for Southern Africa. The comprehensive programme includes marketing support and training. The MPT partnership has evolved to encompass high-efficiency motors from ABB, with the potential for supplementary products in future. This means BI can supply Dodge gearboxes in conjunction with ABB motors.

As a distributor of globally recognised brands, BI has been supplying an IE1 electric motor for the last 15 years, notes Offer Marketing Manager Victor Strobel. It identified a need for high-efficiency IE2 and IE3 electric motors, which are often specified by the mining industry. ABB was a natural fit, given that it already has a close working relationship with BI.

The advantages of the partnership with ABB include dealing with a local supplier versus direct imports and the availability of quick technical back-up and support. BI has extended its motor range in size, with a 400 V and 525 V offering, allowing it to be able to supply projects in the mining industry.

ABB, in turn, will be able to leverage from BI’s extensive 42-branch network across South Africa, covering all the major mining and industrial areas where BI has a major footprint, explains ABB Divisional Channel Manager Nevin Turner. The availability of IE3 high-efficiency motors from ABB will be especially welcomed by these sectors, where cost-effectiveness and total cost of ownership are key in an increasingly difficult trading environment.

Looking to the future, BI will train several electric motor champions to cover each of the main mining and industrial areas where it has a presence to reassure customers that any technical support is readily available, in addition to back-up advice or expertise.

BI will hold stock of the ABB motors to meet the specific requirements of its branch network. First-level customer support will be provided by BI’s own sales team and product managers, while second-level support for technical issues will be provided by ABB itself.

**Connect with BI on Social Media to receive the company’s latest news**

**Facebook**: [www.facebook.com/BearingsInternational/](http://www.facebook.com/BearingsInternational/)

**LinkedIn**: www.linkedin.com/company/bearingsinternational/

**Connect with ABB on Social Media to receive the company’s latest news**

**Facebook**: <https://www.facebook.com/abbsouthernafrica>

**Twitter**: <https://twitter.com/ABBSouthAfrica>

**LinkedIn**: <https://www.linkedin.com/showcase/abb-motion/>

***Ends***

**Notes to the Editor**  
To download hi-res images for this release, please visit <http://media.ngage.co.za> and click on the BI link to view the company’s press office.

**About BI**  
BI is a member of the Hudaco Group. BI is a leading distributor of bearings and power transmission products in Southern Africa. With its customer-focused approach, BI is committed to delivering value to all its stakeholders, while offering quality solutions that make a real difference to optimising plant availability and turnaround time. With over 60 years in the bearings and power transmission industry, BI puts its experience to good use by going great lengths to ensure their product range and services meet the changing needs of clients, industry and business. Backed by an elite technical team, BI covers the full spectrum of customer requirements, and is able to ensure immediate availability of products through a nationwide network of branches.

**About ABB**  
**ABB** (ABBN: SIX Swiss Ex) is a leading global engineering 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 110,000 talented employees in over 100 countries. [www.abb.com](http://www.abb.com)

|  |  |  |
| --- | --- | --- |
| **— For more information please contact:** | | |
| **BI Contact** Phone: (011) 899 0000 Fax: 087 057 6122 Email: [info@bearings.co.za](mailto:info@bearings.co.za)  Web: [www.bearings.co.za](http://www.bearings.co.za)  24-HOUR HOTLINE: 083 250 9191 | **ABB Contact** Phone: +27 (0)10 202 6995 Email: [contact.center@za.abb.com](mailto:contact.center@za.abb.com) Web: [new.abb.com/africa](https://new.abb.com/africa)  24-HOUR TECHNICAL SUPPORT: 0861 488 488 | **Media Contact** Renay Tandy NGAGE Public Relations  Phone: (011) 867-7763 Fax: 086 512 3352 Cell: 082 562 5088 Email: [renay@ngage.co.za](mailto:renay@ngage.co.za)  Web: [www.ngage.co.za](http://www.ngage.co.za) |