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**Major milestones for ABB Electrification in 2024**

The Electrification Products division of ABB achieved numerous milestones across different business areas in 2024, reports **Graham Abrahams**, Senior Vice President. A highlight was securing the first OneFit order manufactured locally at ABB South Africa, which was successfully installed at a customer site.

ABB’s OneFit is a retrofit solution designed for medium voltage switchgear. It features a hard-bus retrofill design concept that allows for the easy connection of new circuit breakers to a wide range of existing panels, regardless of their age, design, or brand.

“The Service business performed exceptionally well, marking a standout year in terms of growth and customer engagement. The Products business maintained strong momentum throughout the year, demonstrating its robustness and reliability,” said Abrahams.

The Projects business expanded into new segments and carried out its projects effectively, showcasing its capability to innovate and adapt to market demands. Electrification also reached Gate 5 in the CSS/LVS technology transfer, enabling local manufacturing. “This is a significant step towards enhancing our regional production capabilities,” added Abrahams.

The year ended on a high note, with news of ABB’s ‘Engineered to Outrun’ rebranding. “It reflects our commitment to innovation, efficiency, and sustainability, and will be prominently rolled out within the Electrification division. Both our medium-voltage and low-voltage businesses are emphasising digitalisation, which aligns with our goals for reducing the carbon footprint,” explained Abrahams.

ABB’s ‘Engineered to Outrun’ rebranding is not about changing how it positions itself, but rather clarifying its identity as a solutions provider. In Africa and locally, this refreshed message helps address any confusion customers might have about ABB’s role, stressing its commitment to delivering efficient, high-performance solutions. By clearly showcasing its engineering expertise and focus on innovation, customers gain a better understanding of ABB as a trusted partner for advanced, reliable solutions.

“This clear positioning supports our growth and expansion by reinforcing our value to customers throughout Africa. With a stronger grasp of ABB’s mission and capabilities, customers will be more inclined to engage with us for their technological and sustainability needs, enhancing our opportunities in the region,” said Abrahams.

A focus on smart, connected solutions is enabling greater energy efficiency and resource optimisation for customers. Products are designed with inherently lower power consumption, not only meeting but exceeding performance expectations in sustainable engineering.

ABB’s advanced digital technologies offer substantial benefits to customers by enabling industries to operate both leaner and cleaner. Products are designed to consume less energy and reduce emissions, which translates to a lower carbon footprint and a more positive environmental impact. This means that, year after year, customers can rely on ABB solutions to operate more sustainably and with minimal ecological impact.

In today’s landscape, companies globally are setting ambitious carbon neutrality and sustainability targets. ABB supports these goals by providing efficient, low-impact solutions that directly contribute to reducing emissions and energy usage. By using ABB’s products, customers can run their plants more efficiently, achieving faster progress toward their carbon neutrality targets and supporting a greener, more sustainable future.

“ABB is at the forefront of driving sustainability and efficiency, aligning perfectly with Africa’s push towards sustainable and resource-efficient industries. We have set ambitious targets to achieve carbon neutrality in all our manufacturing facilities by 2030. Through the use of our own technologies and solutions, we have already met this target, placing us four to six years ahead of schedule,” revealed Abrahams.

By sharing its advanced, energy-efficient technologies with customers, ABB plays a key role in fast-tracking their sustainability efforts. It enables industries across Africa to reduce their environmental impact, optimise resource usage, and meet their own carbon neutrality goals. Our solutions empower customers to adopt practices that are not only efficient but also aligned with the broader global push towards a cleaner, greener future.

ABB’s strategy for continued innovation and leadership in the electrification and automation fields revolves around maintaining its technological edge, fostering sustainability, and investing in research and development (R&D). “We have also been active in shaping the future of energy efficiency, as founding members of the Energy Efficiency Movement. This initiative reflects our commitment to driving positive environmental impact and creating a more sustainable world,” said Abrahams.

To stay ahead, ABB will continue to invest heavily in R&D, ensuring that it develops and delivers the most advanced, efficient, and reliable solutions. By focusing on innovation and sustainability, it aims to not only maintain its leadership in electrification and automation but also assist its customers to achieve their own sustainability and efficiency goals.

Looking ahead to 2025, the Electrification Products division’s outlook is focused on continuing to drive digital solutions within the business and for customers. “Digitalisation is key to enhancing efficiency, sustainability, and operational performance. We remain dedicated to integrating these solutions across all aspects of our operations,” said Abrahams.

“We are also committed to supporting the growing renewable sector, which is rapidly ramping up in response to global sustainability demands. By providing innovative technologies and solutions, we aim to help accelerate the transition to renewable energy, enabling customers to meet their sustainability targets,” concluded Abrahams.

**ENDS**

**ABB Electrification is a global technology leader making efficient and reliable use of electricity from source to socket possible. With more than 50,000 employees across 100 countries, we collaborate with our customers and partners to solve the world’s greatest challenges in electrical distribution and energy management. We help businesses, industry, and consumers run their facilities and homes efficiently and reliably. As the energy transition accelerates, we are electrifying the world in a safe, smart and sustainable way. go.abb/electrification**

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