

## ABB Flow Measurement OriMaster Product Awareness Program

### Measurement made easy

Now is the time to take ABB's OriMaster Compact DP Orifice (FPD500) product line to your customers. Starting September 15, for a limited time, we are extending the channel partner commissions when providing end-user discounts up to 25%.

This OriMaster Product Awareness Program will not only benefit your customers, but yourself as well. The campaign will focus on product configurations that are assembled in Warminster, but it will also apply to the OriMaster full product line offering. Please note that Warminster holds stock for configurations (and certain options), up to 6 inch size for deliveries of 2-3 weeks.

With this incentive you can discount up to 25% from list price to the end-user and receive a 25% commission based on the net booking to ABB. That's 25% commission on each and every order entered between September 15<sup>th</sup> and December 15, 2014

So now that we have your attention, your next question should be directed to the why, where and how of reviewing OriMaster product line with your customers.

#### Why ...

##### Introduce OriMaster products to your customers

- Reduced costs with simplified procurement.
- OriMaster combines a DP transmitter, orifice element, manifold and connection hardware into a single package, reducing capital expenditures by as much as 55%.
- OriMaster arrives at your customers doorstep factory assembled, tested, and configured - not just a primary.
- OriMaster customers take advantage of ABB's Easy Set-Up Menu, Common HMI and 'Through-the-Glass' control.
- OriMaster has reliable measurements
- OriMaster reduces the number of leak paths, by as much as 70% insuring repeatability.
- Close coupled impulse lines remove effects of condensation and temperature differentials.
- Safety by design meets the requirements for SIL2 & SIL3 applications.



#### Where ...

##### Show the applications that OriMaster meets

OriMaster products may be applied anywhere an orifice plate would be considered for clean liquids, gases or steam flows. Available in lines sizes 1" to 12" line and typically installed in OEM skids, within Greenfield locations, or where piping retrofits are planned.

#### How ...

##### Show the value & success points that OriMaster offers

- Point out all aspects of cost, not only purchase point. Consider the potential savings involved with reductions in installation, setup, commissioning and procurement.
- Note that OriMaster is proven technology with no moving parts. It provides patented orifice plate replacement that reduces maintenance or replacement costs – a feature that competitors do not have.
- Key in on the features of ABB transmitters that have leveraged wins in same or other markets - Common HMI, PILD , SIL.

## How ... (continued)

### Show the value & success points that OriMaster offers

- Use the success of others and become informed through ABB Application notes
  - Alabama Power: Fire and Safety Process
  - DC Controls: Boiler feed water
  - Dallas Municipal: Digester Gas

## It's simple ...

### How the OriMaster campaign process will work ...

1. Book a commission order\* on Warminster for any OriMaster (FPD500) product between September 15th and December 15, 2014.
2. For any end-user discount up to 25%, the approved US sales channel\*\* will receive a 25% commission. There will be no need for a promotion code or special booking process.

## Do the math - You will be pleasantly surprised

To help facilitate this campaign the following tools and support team members are available. Please use them as needed; we are all part of the same team.

## Sizing Tools

To size meters and build model codes use the ABB CompactMaster software, available as a download at <http://www.abbcmaster.com/lr/licreq2.html> (free license will be issued for set-up on your desktop)

## Pricing and proposals

90% of available configurations are listed in the ABB IX price tool. For help with quoting or sizing meters send requests to [quote.instrumentation@us.abb.com](mailto:quote.instrumentation@us.abb.com)

## Applications

[Steven.G.Pagano@us.abb.com](mailto:Steven.G.Pagano@us.abb.com)

[Oscar.S.Artica@us.abb.com](mailto:Oscar.S.Artica@us.abb.com)

## Campaign Administration

[Steven.G.Pagano@us.abb.com](mailto:Steven.G.Pagano@us.abb.com)

*\* Cancellations are not eligible and may result in restock or cancellation fees*

*\*\* OriMaster Product Awareness Campaign applies to commission bookings from US Instrumentation Distributors and Channel Partners only. Buy / Resale / Third party or ABB intercompany sales are **not** eligible.*

## Contact Us

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