

SUCCESS STORY

Shared success and growth in Mexico



BALDOR • RELIANCE

Power Depot offers comprehensive sales and customer service, meeting the needs of the mining, oil & gas, food & beverage, agriculture and construction industries, among many others.

Over the last 20 years, Power Depot has offered personalized, quality service, providing customers and suppliers with 360-degree solutions according to their needs and offering energy solutions through a team of certified engineers and technicians. The company develops each project it undertakes in a professional manner, from inception through completion, forming an effective work team. Power Depot focuses on providing customers with the best solutions and credits ABB's premium products and long-standing support as integral drivers of success and customer satisfaction.

ABB's Baldor-Reliance® motors meet or exceed the requirements that Power Depot and its customers expect from their manufacturing partners. Power Depot decision makers recognize that ABB has earned its reputation as a premium brand by manufacturing highly efficient, advanced motors that are constantly

Located in Jalisco, Guadalajara, Mexico, Power Depot is a distributor of power transmission and fluid control equipment, specializing in motors, pumps, reducers, variable frequency drives and valves.

evolving to meet ever-changing industrial demands. ABB's sales and engineering teams understand Power Depot's needs and those of its customers and work as collaborative partners, providing an exceptional level of support, attention and communication.



Power Depot provides a full portfolio of ABB's Baldor-Reliance motors - plus exceptional support, attention and communication - to its customers in Mexico.



Standards developed and legislated by Mexico's National Consultative Committee for Standardization for the Preservation and Rational Use of Energy Resources (CCNNPURRE) require that industrial motors in operation in Mexico meet or exceed NEMA Premium® efficiency standards. When Power Depot began to upgrade its product offerings to meet these energy efficiency regulations, it chose ABB's Baldor-Reliance motors for their reputation of quality, value, support and timely delivery.

"It is important for us that we follow all applicable regulations while ensuring our services to our customers in each of our product families meet our

own high standards of quality," said Américo Salinas, Power Depot's Director General. "ABB delivers on extremely important and favorable factors such as time of operation, availability, personalized attention and competitive price within the market."

Power Depot's long-term strategy includes joint growth of the motors and variable speed drives business in Mexico in strong collaboration with ABB. Mr. Salinas stresses his company's commitment to fostering a strong relationship with ABB, becoming a leading distributor nationwide and expanding into new markets and segments with double-digit sales growth.