

LVSG

Value Design Low Voltage Switch Gear for environment with strong vibration

5 Things to never forget:

- 1 Smallest Push-in plus mini-contactor in the World
- 2 Range of products to cover up until 5.5kW 400VAC
- 3 Mirror contacts
- 4 International safety standards : IEC, GB (CCC),JIS, UL, and TÜV and RoHS Compliant



Features and benefits

- Reducing panel size or ensure customization space
- Reducing wiring time (60%down from Screw)
- Reducing Design time
- Unified insertion force
- Limited tools needed
- Reducing Maintenance time with Push-In Plus

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Important to find out

Which questions should a sales person ask their customer in order to link the customers need to the new product?

- Is your application up to 5.5kW?
- Do you want to reduce the maintenance time of your Panel?
- Does the application/machine has strong vibration? Do you use screw wiring products and there is a high risk that products unwire?

Markets and applications

For which markets and applications can the new product be an added value and why?

Perfect for:

Packaging

- Conveyor motors
- Heaters

PCB Assembly

- Conveyor motors
- Solder printing
- Print positioner
- Mounter positioner
- Compressor

Machine Tooling

- Conveyor motors
- Compressor
- Coolant pump

Sales considerations

Which additional information does the sales person need to be aware of?

- Sell the solution: Omron is a solution provider also for the panel building market offering a complete range of components with push-in plus technology, the best alliance against vibrations
- Focus promotion on OEM direct customers within our G10K with small/medium volumes
- Agree on target customer action for OMRON loyal OEMs in F&C
- Make easy package for direct sales supporting product bundling
- Find Strategic Partners that agree on initial stock and sales promotion actions

Competitors

Main players

- Schneider Electric (France)
- Siemens AG (Germany)
- ABB (Switzerland)
- General Electric (US)
- Eaton Corporation (Republic of Ireland)

Other players

- | | |
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| <ul style="list-style-type: none"> • Hyosung • Hyundai (South Korea) • CG Power (India) • Hitachi (Japan) • Toshiba (Japan) • Mitsubishi (Japan) • Powell (US) | <ul style="list-style-type: none"> • Larsen & Toubro (India) • Elektrobudowa (Poland) • Hubbell (US) • Lucy Electric (UK) • SEL (Italy) • Fuji Electric (Japan) |
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