

ABB Robotics appoints NEFF Automation as a distributor for Pennsylvania and West Virginia.

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ABB Robotics and NEFF Automation are pleased to announce that NEFF has been appointed as an ABB distributor serving Pennsylvania and West Virginia. As an ABB Robotics distributor, NEFF will work closely with both system integrators and end users, supporting ABB's full line of automation products including robots and robot systems, software, peripheral equipment, modular manufacturing cells and service.

Founded in 1926, NEFF specializes in providing automation products and solutions to enhance manufacturing processes and improve productivity in a wide variety of industries. Initial applications of focus for ABB robot systems include assembly, machine tending, material handling, packaging, palletizing and welding.

"With the clear trend for the onshoring of manufacturing, NEFF's customers are facing challenges of meeting increasing production demands in the face of a widespread labor shortage," said Don Norman, NEFF Vice President of Sales and Marketing. "NEFF has been a respected leader in providing automation solutions for nearly 100 years, and is proud to partner with ABB Robotics to help address these challenges. Bringing the global leader of robotics together with the regional leader for automation will allow us to strengthen and grow manufacturing in the region."

This appointment demonstrates ABB's continued commitment to channel development and market acceleration through distribution. Mark Joppru, ABB Robotics US Vice President of Sales shared, "We are excited about bringing NEFF onboard the ABB team. Their customer experience, market segment focus and geographic locations make them a perfect fit for ABB Robotics. We are ready to get started together in meeting our joint customer needs and showcasing our capabilities for new customers in these territories."

John Bridgen, NEFF Sales Manager said, "The NEFF team is committed to helping industrial companies in Pennsylvania and West Virginia become more competitive with ABB robots. Our name, along with ABB's, will be on every project we handle. We take that very seriously, and will work very hard to combine our automation experience with ABB's product depth and technical expertise to make our customers successful with robotic automaton."

NEFF's market focus includes, but is not limited to, automotive component, metal fabrication, foundry, electronics, medical device, plastics, pharmaceutical and food & beverage industries.

For more information and contact information please visit NeffAutomation.com and ABB.com/Robotics.

We look forward to working with you.

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