

## FOR IMMEDIATE RELEASE

### **T&B PowerTrain™ Online Training Platform wins 2016 EFC Marketing Award for Integrated Marketing**

**Saint-Jean-sur-Richelieu, Qc, November 2, 2016** – Thomas & Betts Canada was today awarded the Integrated Marketing award for its T&B PowerTrain™ program at the EFC Marketing Awards presentation held today in Toronto, Ontario. This award, sponsored by Kerrwil, recognizes excellence in integrated marketing in the category of Electro-Federation Canada (EFC) members with sales greater than \$50 million.

Launched in December 2015, T&B PowerTrain™ is an online training program designed specifically for electrical distribution employees. Available in English and French, the program delivers comprehensive product training on Thomas & Betts products in an engaging and interactive manner.

With nine training modules currently available and four modules to be added before year end, the program now has more than 1,100 registered users.

“We are extremely proud that the T&B PowerTrain™ program has received this industry recognition,” said Katharine Crowe, Director of Marketing Communications in accepting the award. “It’s also extremely gratifying to see the incredibly positive response the program has received from our channel partners.”

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Thomas & Betts, a member of the ABB Group, is a global leader in the design, manufacture and marketing of essential components used to manage the connection, distribution and reliability of electrical power in industrial, construction and utility applications. With a portfolio of over 200,000 products marketed under more than 45 premium brand names, Thomas & Betts products are found wherever electricity is used. The company has a strong Canadian presence, with 8 manufacturing facilities across the country and headquarters in Saint-Jean-sur-Richelieu, Quebec. Approximately 80% percent of the company's products sold in Canada are manufactured in Canada.

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