



100 years of MCB's

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100 years of MCB invention

A giant legacy in electrical safety

WHY?



ABB celebrates 100 years of MCB invention
With this milestone we reposition ABB MCBs as a technology pioneer in circuit protection

HOW?



Organic and paid ads on you tube, newsletter, linkedIn and, other platforms

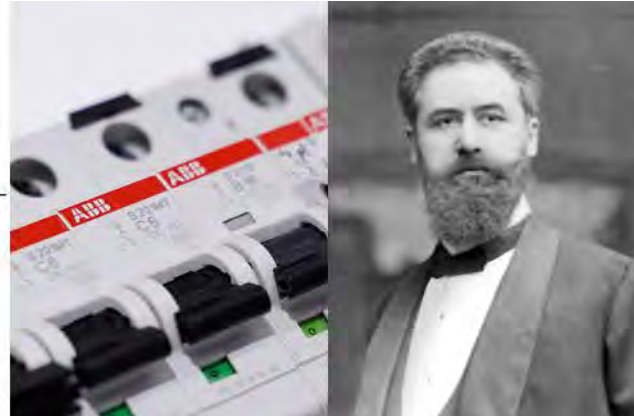
WHO?



Original equipment manufacturers

WHEN?

Now!!



100 years of Miniature Circuit Breakers (MCBs) A giant legacy of electrical safety

A special year for ABB as we celebrate the centenary of innovation that changed the world of electrification forever.

Hugo Stotz made history 100 years ago. As electrical safety became increasingly important with electrification, his invention of the first resettable Miniature Circuit Breaker (MCB), patented in 1924, changed the way we protect our electrical systems.

In the event of a short circuit or overload, it immediately disconnects the circuit 10 times faster than the blink of an eye and anyone can easily reset it. Today, our innovations continue to protect millions of facilities, equipment, and assets.

Find out more at <https://electrification.us.abb.com/products/circuit-breakers/miniature-circuit-breakers-supplementary-protectors>

Resources

- [MCB Website](#)
- [System Pro M Compact Catalog](#)
- [External presentation](#)
- [Press release](#)
- [Signature banners](#)
- [Roll ups](#)
- [MCB video](#)
- [Campaign video](#)
- [ELSA product section](#)
- [LinkedIn Post](#)
- [Facebook Post](#)

CONTACT INFORMATION

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Call to action

For 100 years since the invention of the MCB we at ABB have been revolutionizing electrical safety:

- **Talk to your customers** about our giant legacy in electrical safety which trips 10 times faster than the blink of an eye
- **Promote these US-oriented assets** with your MOEM and EOEM customers and distributors

We have been continuously energizing innovation for over 100 years in our technology, solutions and production sites, globally safeguarding operations and assets.



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