

## Power-Up: Power Connectors Additional SKUs Re-Activation

### Content Marketing Manager

In recent exciting news for Panduit, we are expanding the portfolio in power connectors with 291 additional SKUs in lugs! This is a significant enhancement and will allow us to compete in this competitive market, be the number one vendor for projects overall, and deliver full end-to-end solutions for our customers. This expansion will broaden Panduit market reach and provide more options for customers seeking reliable and efficient power connectivity solutions. It's a strategic move that shows our commitment to meeting the evolving needs of industries reliant on robust power and grounding infrastructures.

### Why it's Relevant

- **Meeting Diverse Customer Needs:** By adding 291 new SKUs, we are increasing the variety of products available. This allows us to cater to a broader range of customer requirements, whether it's different sizes, configurations, or specifications of power connectors. Customers can find products that align more closely with their specific application needs.
- **Enhanced Compatibility and Integration:** The expansion enables Panduit to offer more options for conversions and crosses and gain market share. We can provide connectors that are compatible with existing infrastructure or offer alternatives that integrate seamlessly into different systems. This flexibility is crucial for industries where compatibility and integration are critical considerations.
- **Market Expansion and Competitiveness:** Increasing the SKU list strengthens our position in the market. It allows us to compete more effectively by offering a comprehensive range of products that address various customer demands. This can attract new customers who may have specific requirements that Panduit can now fulfill with their expanded portfolio or convert to Panduit from another vendor.
- **Support for Industry Standards and Innovation:** The expansion reflects Panduit commitment to staying current with industry standards and technological advancements in power connectivity. New SKUs may incorporate innovations that improve performance, reliability, or efficiency, aligning with industry trends towards more robust and sustainable solutions.
- **Customer Satisfaction and Loyalty:** By providing a wider selection of products, Panduit enhances customer satisfaction. Customers can find solutions that better fit their needs

within their entire project, which can lead to stronger relationships and increased loyalty over time. This is especially important in industries where reliability and performance are paramount.

**Call to Action**

- Educate and familiarize yourself with the extended range of lugs available.
- Initiate conversations, communicate with distributors and customers regarding the expanded offering and opportunities for conversions.

**External Links that can be shared with customers:**

- Power Connector Tools and Dies Selection Guide: [2010 EG CVRS.qxp \(panduit.com\)](#)
- Power Connectors Product Selection Guide: [110151519.pdf \(panduit.com\)](#)