



PWT Relaunch Guide

Artis & Ignis, 2024

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1 Information for our subsidiaries and representatives

As known, the TransPocket 150 & 180 as well as the TransTig 170 & 210 will be introduced to the market as a relaunch product with a new name and a new design on 2nd January 2024.

Launch:

Ignis 150 & 180 so wie **Artis 170 & 210**

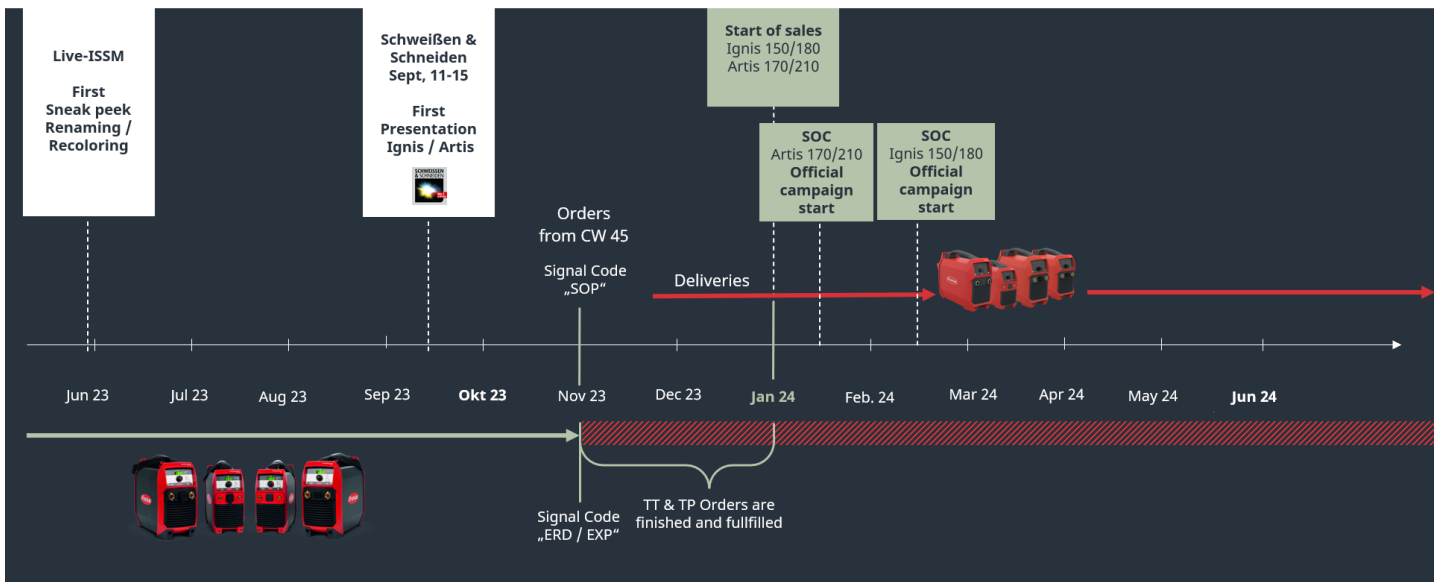
The products will be introduced to the market and to our price lists with new article numbers from 02.01.2024! TransPocket 150 & 180 and TransTig 170 & 210 will have the signal code EXP from 1st November 2023 and can no longer be ordered from Fronius International. (Be aware that orders dated before the 31st Oktober will still be produced and shipped as TT or TP)

The new products can be ordered from 1st November 2023 onwards. Deliveries will take place after the order status for the TransPocket and TransTig products has been processed.

There will be a separate announcement on the **Ignis Battery 150** in Q1 2024.

Product

Timeline



1.1 Marketing to-do's

- Online product pages are revised and translated into local language (homepage, MyFronius)
- Images have been exchanged (posters, website, posters, campaign leaflets, flyers)
- Product videos have been exchanged (How-To Videos, Product Videos)
- Marketing materials (roll-up, brochures, fact sheets, advertisement templates, etc...) need to be checked for up-to-dateness and re-ordered if necessary.
- Marketing campaign is coordinated with national sales, marketing, and logistics (availability).
 - GMC's will inform separately about campaigns.
- Shop In Shop systems/images are checked for up-to-dateness (subsidiary, VSP team). New magnetic foils and posters are provided for the shop-in-shop equipment. These are to be exchanged for all existing installations by the end of March. Further information on processing will be provided by the end of September.
- National package catalogues must be adapted and changed. (Attention new art. no. & new pictures)

1.2 Sales to-do's

- Sales directors have been informed of the change through SSM, ESM and through the initial "ISSM" event.
- Sales management is responsible for ensuring that the national sales organisation knows the new products and their item numbers.
- Empty stock with TransPocket 150/180
- Empty stock with TransTig 170/210
- Sell TT & TP demo units
- **Partner Manager** (Dealer, Partner & Partner Plus) are informed
 - Roadmap has been communicated to dealers/partners (from the Welding and Cutting trade fair onwards).
 - Partner websites, images, own catalogues are revised; Collections will be available in MyFronius from the beginning of December.
 - The new articles are created in the dealer ERP (product code is updated) Until January 2024
 - Magnetic foils and posters of shop-in-shop equipment will be exchanged by the end of March (see chapter 1.1) (Coordinate with nat. Marketing!)

- Links to Fronius product pages must be checked and changed if necessary, by January 2024
- Demo units at the partner's should be exchanged.

1.3 General to-do's

- Order new units (ramp-up - fair use! Max. 50 units per subsidiary or representative)
- Local packages are modified/newly compiled (new article numbers)
 - (own dispatch via DSST Team International to national experts responsible for packages follows)
 - Please configure the packages together with the national sales management - it may be that not all are needed to the same extent.
- E-learnings should be completed by April. (If representatives need access to our e-learning platform for staff, they can enrol and register at any time at <https://e-academy.fronius.com/>)

1.4 Questions?

If you have any questions, the sales experts can contact the respective SSM / ESM.

Marketing experts can contact the GMC's.

1.5 Articles

Art. No. old	Description old	Art. No.	Description
4,075,210	TransPocket 150/EF	4,075,245	Ignis 150 /EF
4,075,210,008	TransPocket 150/np	4,075,245,008	Ignis 150 /np
4,075,211	TransPocket 150 RC/EF	Discontinued	
4,075,212,850	TransPocket 150 TIG/Set/EF	4,075,246,850	Ignis 150 /TIG/Set/EF
4,075,210,003	TransPocket 150/CH	4,075,245,003	Ignis 150 /CH
4,075,210,850	TransPocket 150/Set/EF	4,075,245,850	Ignis 150 /Set/EF
4,075,212	TransPocket 150 TIG/EF	4,075,246	Ignis 150 /TIG/EF
4,075,210,005	TransPocket 150/CN	4,075,245,005	Ignis 150 /CN
4,075,212,858	TransPocket 150 TIG/Set/np	Discontinued	
4,075,210,002	TransPocket 150/G	Discontinued	
4,075,210,858	TransPocket 150/Set/np	Discontinued	
4,101,234	OPT TransPocket 150 Nordic	Discontinued	
4,075,213	TransPocket 180/EF	4,075,248	Ignis 180 /EF
4,075,213,008	TransPocket 180/np	4,075,248,008	Ignis 180 /np
4,075,213,631	TransPocket 180 MV/B	4,075,248,631	Ignis 180 /XT/B
4,075,213,638	TransPocket 180 MV/np	4,075,248,638	Ignis 180 /XT/np
4,075,214	4,075,214 TransPocket 180 RC/EF	Discontinued	
4,075,215,631	TransPocket 180 TIG/MV/B	4,075,249,631	Ignis 180 /TIG/XT/B

4,075,215,850	TransPocket 180 TIG/Set/EF	4,075,249,850	Ignis 180 /TIG/Set/EF
4,075,213,850	TransPocket 180/Set/EF	4,075,248,850	Ignis 180 /Set/EF
4,075,213,003	TransPocket 180/CH	4,075,248,003	Ignis 180 /CH
4,075,215,851	TransPocket 180 TIG/MV/Set/B	Discontinued	
4,075,215	TransPocket 180 TIG/EF	4,075,249	Ignis 180 /TIG/EF
4,075,213,632	TransPocket 180 MV/G	Discontinued	
4,075,215,638	TransPocket 180 TIG/MV/np	Discontinued	
4,075,213,005	TransPocket 180/CN	4,075,248,005	Ignis 180 /CN
4,075,216,008	TransTig 170 np	4,075,271,008	Artis 170 /np
4,075,216,631	TransTig 170 MV/B	4,075,271,631	Artis 170 /XT/B
4,075,216,638	TransTig 170 MV/np	4,075,271,638	Artis 170 /XT/np
4,075,216,850	TransTig 170 Set/EF	4,075,271,850	Artis 170 /Set/EF
4,075,216,858	TransTig 170 MV/Set/np	4,075,271,858	Artis 170 /XT/Set/np
4,075,216	TransTig 170 EF	4,075,271	Artis 170 /EF
4,075,226,008	TransTig 210 np	4,075,272,008	Artis 210 /np
4,075,226,631	TransTig 210 MV/B	4,075,272,631	Artis 210 /XT/B
4,075,226,638	TransTig 210 MV/np	4,075,272,638	Artis 210 /XT/np
4,075,226,850	TransTig 210 Set/EF	4,075,272,850	Artis 210 /Set/EF
4,075,226,858	TransTig 210 MV/Set/np	4,075,272,858	Artis 210 /XT/Set/np
4,075,226	Transtig 210 EF	4,075,272	Artis 210 /EF