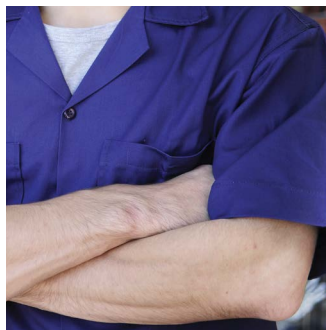
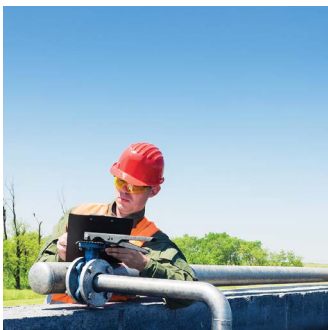
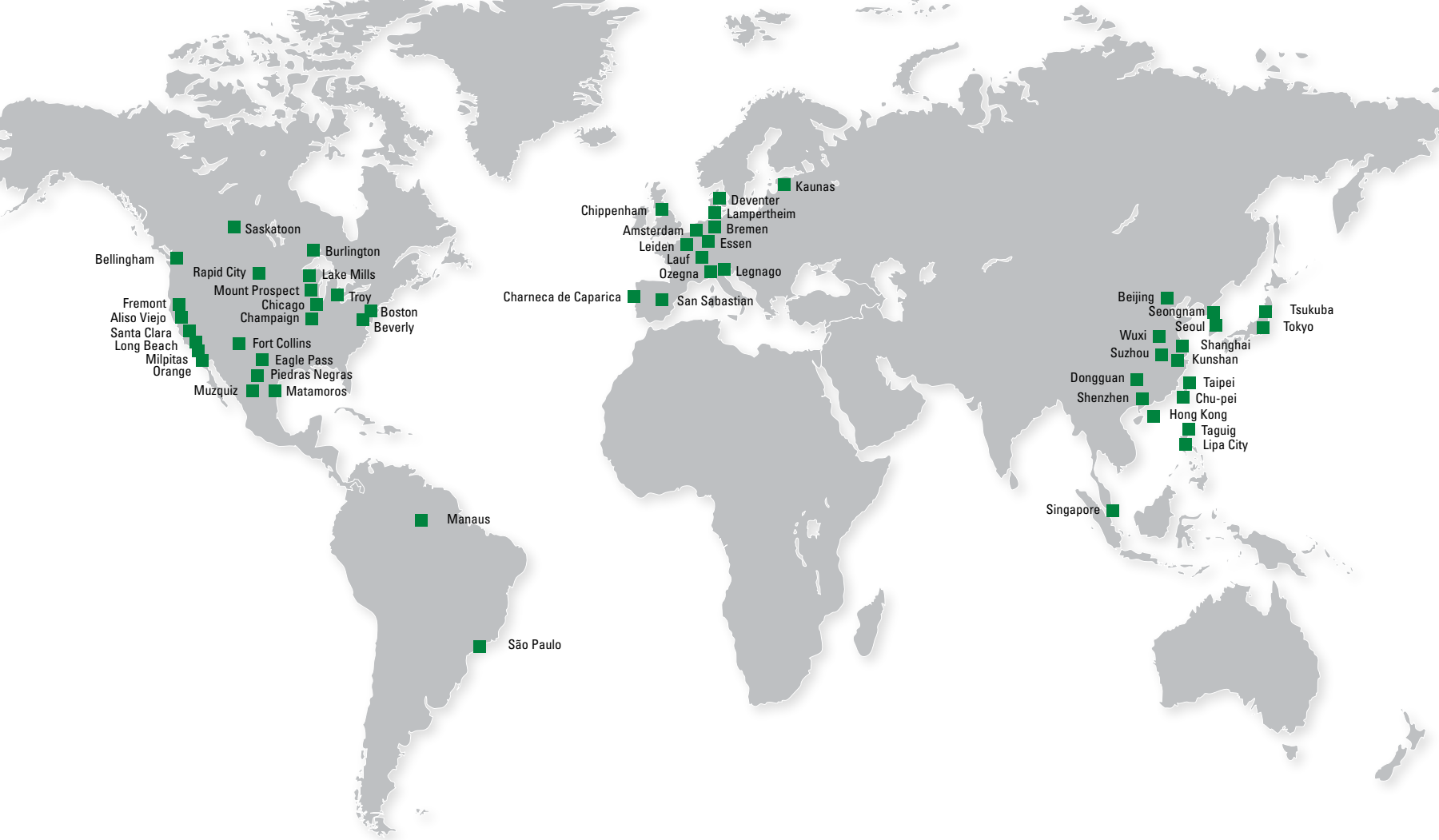


Distributor Handbook



Expertise Applied | Answers Delivered



Welcome to Littelfuse

Since 1927, Littelfuse has been developing industry leading circuit protection solutions. Today, Littelfuse is a global company with over a billion dollars in revenue that supports major industries around the world; sensing, protecting, and controlling electrical circuits in electronics, automotive and industrial environments. The Industrial division delivers vital products to address customer needs for protection, safe control and distribution of electrical power in industrial applications. Our product portfolio includes a comprehensive line of fuses, fuse holders, protection relays, and timers to minimize electrical safety hazards, limit equipment damage, improve productivity, and safeguard personnel from injury due to electrical faults.

You can take advantage of Littelfuse products and expertise to grow your business as a distributor partner. We can help to motivate and train your team members with a collection of proven promotions, education, and marketing tools. Delight your customers by utilizing our superior technical support and customer service, extensive educational courses, and detailed technical documents.

Doing business with Littelfuse is so easy! We've put together this handbook as a quick guide to walk you through some of the great tools we have to help you sell, market, and purchase Littelfuse products. Think of us as an extension of your own team to help you service and support your customers.

We look forward to working with you to serve customers and grow our mutual businesses.

Welcome to Littelfuse.



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UL Class Fuses

Littelfuse manufactures a complete selection of UL Class fuses for protecting electrical systems and personnel. Innovative features such as indication improve productivity while enhancing the safety of systems.

Littelfuse.com/Fuses



High-Speed Fuses

Littelfuse high-speed fuses protect critical power semiconductor devices against short circuits in any type of power conversion application such as inverters, variable-speed drives, UPS and DC drive systems.

Littelfuse.com/HighSpeed



Medium Voltage Fuses

E-rated and R-rated medium voltage fuses from Littelfuse protect transformers, potential transformers, feeders and motor circuits. Designs are available to cover a wide range of current, voltage, interrupting rating, and mounting configurations to fit unique applications.

Littelfuse.com/MediumVoltage



10 x 38 mm Fuses

An extensive range of 10 x 38 mm fuses provide compact supplemental protection for a wide variety of applications. Availability in time-delay, fast-acting, board mount or solar versions, with ratings ranging from 125 to 1000 volts and 1/10 to 30 amperes, allows for a variety of design options.

Littelfuse.com/Fuses



Solar Fuses

A leader in photovoltaic fuse technology, Littelfuse offers fuses and holders up to 1500 Vdc for both high-current and low-current applications.

Littelfuse.com/Solar



Fuse Blocks & Holders

Original equipment manufacturers and designers select Littelfuse fuse blocks and holders for their compact designs, indication feature, and the flexibility of DIN-rail mounting.

Littelfuse.com/Fuseblocks



Distribution & Splicer Blocks

POWR-BLOKS power distribution blocks offer a safe, convenient way for splicing cables and managing power distribution requirements within panels and systems. Touch-safe blocks and available covers enhance the safety by reducing the risk of accidental contact.

Littelfuse.com/PowrBloks



Pre-Engineered Fusible Switches & Panels

Save time and money with the Littelfuse Pre-Engineered electrical switch panel solutions! Ideal for those in the Construction Market, these UL Listed, pre-built, customizable products have been specifically designed to meet NEC® coordination requirements.

Littelfuse.com/Panels

For more information on the complete Fuse and Fuse Block offering go to Littelfuse.com/Fuses or Littelfuse.com/FuseBlocks





Award Winning Arc-Flash Protection Relays

Our arc-flash relays can detect a developing arc-flash incident and send a trip signal to interrupt power before significant damage occurs.

Littelfuse.com/ArcFlash



Feeder Protection

Protect circuits from overcurrent, ground faults, phase loss, overload, and other detrimental conditions.

Littelfuse.com/FeederProtection



Motor Protection

Voltage monitors, current monitors, and Bluetooth* enhanced overload relays offer the right protection for low and medium voltage applications.

Littelfuse.com/MotorProtection



Industrial Shock-Block® GFCI

The first permanently connected special-purpose GFCI that meets UL Standard 943C Class C and Class D – designed for people protection in industrial facilities.

Littelfuse.com/ShockProtection



Pump Protection

Pump controllers, intrinsically safe relays, alternating relays, liquid level and seal leak detectors, and power monitors offer the right protection for low and medium voltage applications.

Littelfuse.com/PumpProtection



Resistance Grounding/Monitoring

High-resistance grounding limits point-of-fault damage and eliminates arc-flash hazards and transit overvoltages associated with ground faults. NGR monitors are used to detect failure in the grounding circuit.

Littelfuse.com/ResistanceGrounding



Pump Controllers

Protect and disable a pump if a hazardous condition arises. Single-phase and three-phase applications are available.

Littelfuse.com/PumpProtection



Voltage Monitors

Provide protection against both supply line and load side faults when the motor is running.

Littelfuse.com/VoltageMonitoringRelays



Ground-Fault Protection Relays

Sensitive ground-fault relays featuring advanced filtering will quickly and reliably detect the breakdown of insulation resistance caused by moisture, vibration, chemicals, dust, etc.

Littelfuse.com/GroundFaultProtection



Timers & Flashers

Delay starting and stopping loads, cycling, and sequencing of motors, pumps, compressors, heaters, and lighting.

Littelfuse.com/TimersFlashers



Trailing-Cable Protection Relays

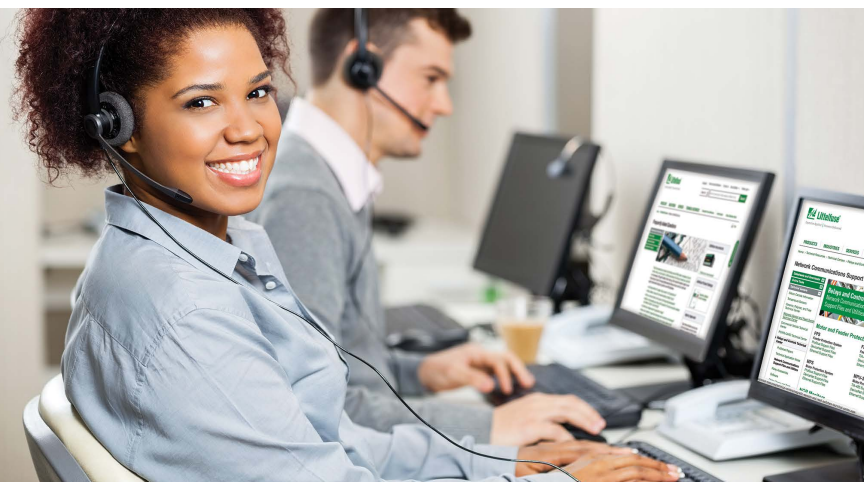
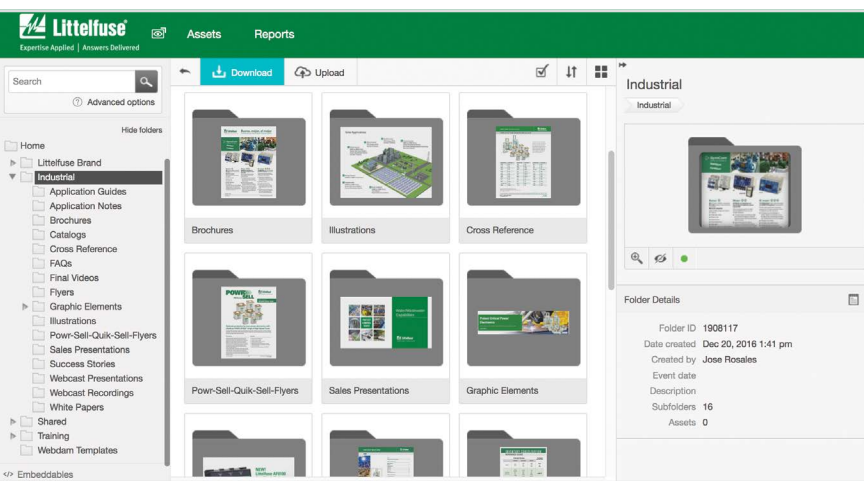
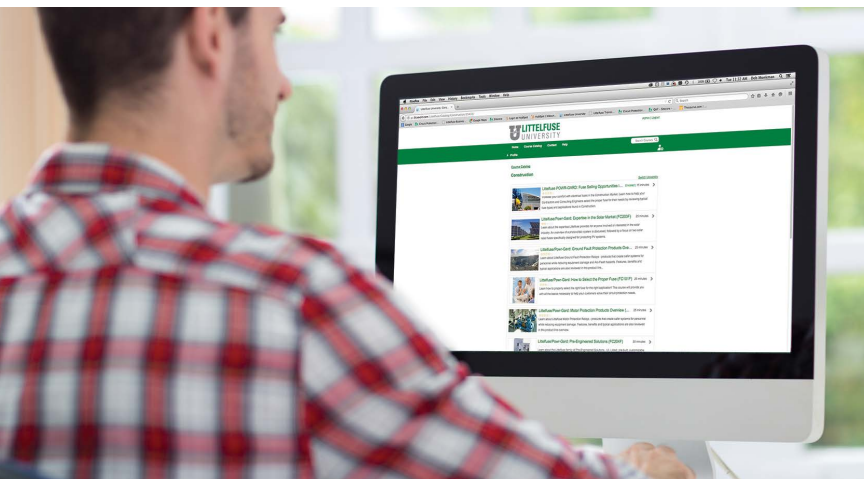
Continuously monitors the integrity of the ground conductor in portable cables to protect cable-fed equipment from hazardous voltages caused by ground faults.

Littelfuse.com/TrailingCableProtection

For more information on the complete Protection Relay and Controls offering go to Littelfuse.com/ProtectionRelays

*Bluetooth is a trademark of its respective owner.

Tools to Sell Littelfuse



LITTELFUSE UNIVERSITY

The award-winning Littelfuse University (LFU) is a great resource to find in-depth training courses and quick references to learn about our products, programs and tools. Courses range from 3 to 20 minutes, basic to expert, or by focus areas that will help inform you in a way that meets your needs and learning style. LFU content is also shared to the NAED Learning Center and other distributor learning platforms partnered with BlueVolt*, and can easily be integrated with any others.

Visit LittelfuseUniversity.com to register and start learning!

DIGITAL MARKETING ASSETS

The Littelfuse digital asset portal offers a variety of digital tools and information ready to download.

- On-line Sales Tools
- Product and Application Images
- Video Files
- Sales Presentations
- Webcast Recordings
- Product Literature and much more!

Learn more at Littelfuse.com/webdam

TECHNICAL RESOURCES

Technical information including cross reference tools at your fingertips!

Littelfuse.com/technical-resources

TECHLINE

With a collective 90 years experience, the technical experts at the Littelfuse Techline can answer questions you or your customers have regarding fuse and relay products. Live technicians are available to answer your questions and give more information about:

- Product cross references
- General technical information
- Engineering drawings
- Application assistance and much more!

Contact one of our experts today.

Phone: **+1-800-TEC-FUSE (800-832-3873)** US & Canada

E-mail: techline@littelfuse.com

*BlueVolt is a trademark of its respective owner.

REPFILES

Salespeople often need to access content in front of a customer. Under a single account within a single app, RepFiles give sales people a one-stop shop place to access Littelfuse product and sales information. This is a no cost app that can be downloaded directly to your mobile or tablet.

Sign up at RepFiles.net

MOBILE SALES TOOL

Finding the right relay for an application has never been easier. In conjunction with our full Protection Relay and Controls Catalog our experts have put together a mobile sales tool that easily helps you find the right relay for your application. This interactive PDF is a quick reference when on the go. It's downloadable and can be accessed via tablet and mobile devices.

Download tool at Littelfuse.com/MobileSalesTool

MROplus™ (Material Reduction Opportunity Program)

Manufacturing facilities can save thousands of dollars by reducing inventory and downtime while improving safety and productivity with the Littelfuse MROplus™ program.

- Lower Costs
- Increase Plant Safety
- Decrease Downtime
- Reduce Inventory

Watch the video and visit Littelfuse.com/mroplus for more information.

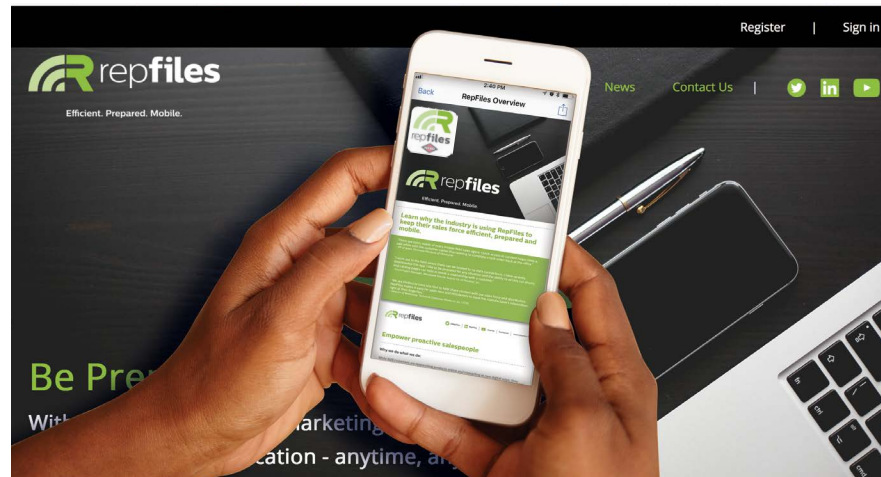


SUGGESTED LITERATURE & MARKETING MATERIALS

The Littelfuse library is packed with detailed print, digital and marketing materials to help you sell not only Littelfuse products but solutions to your customers problems. We offer a list of suggested printed literature and marketing materials we recommend you stock as a new distributor.

Find list at Littelfuse.com/distributor-handbook

Print literature and marketing materials can be ordered directly from Littelfuse Business Center (see page 10) or by contacting your local sales representative. Digital copies can be downloaded from the Littelfuse Digital Asset portal at Littelfuse.com/webdam



Tools to Market Littelfuse

Stock
Check
Program

MRO
Plus
Program

Littelfuse
University

Littelfuse
Business
Center

M2M

Email
Library

Littelfuse
YouTube
Channel

Marketing
Materials

Rep Files
App

MARKETING TO MARKETING PROGRAM

Partner with Littelfuse to Enhance Your Marketing Efforts!

Distributors who used these tools and partnered with Littelfuse grew sales 10%

Your marketing staff just got bigger! The Marketing to Marketing program pairs your marketing department with Littelfuse marketing to reach our collective goals. Let's work together to:

- Co-brand email campaigns to increase your engagement and leads
- Share valuable content to feed your blogs and newsletters
- Learn the latest marketing tools and best practices
- Launch new products to increase sales
- Increase web traffic and SEO by linking websites

NO CATCH. NO COST.

Just Marketing working with Marketing to reach our goals.

Sign Up For A Partner Planning Meeting!

Littelfuse is here to help you exceed your marketing and selling goals. Let's set up a time to explore the many new benefits, tools, and ideas we have available to you!

Sign up at Littelfuse.com/industrial-distributor-portal or email industrialmarketing@littelfuse.com today for an exclusive one-on-one partner planning meeting.

STOCK CHECK PROGRAM

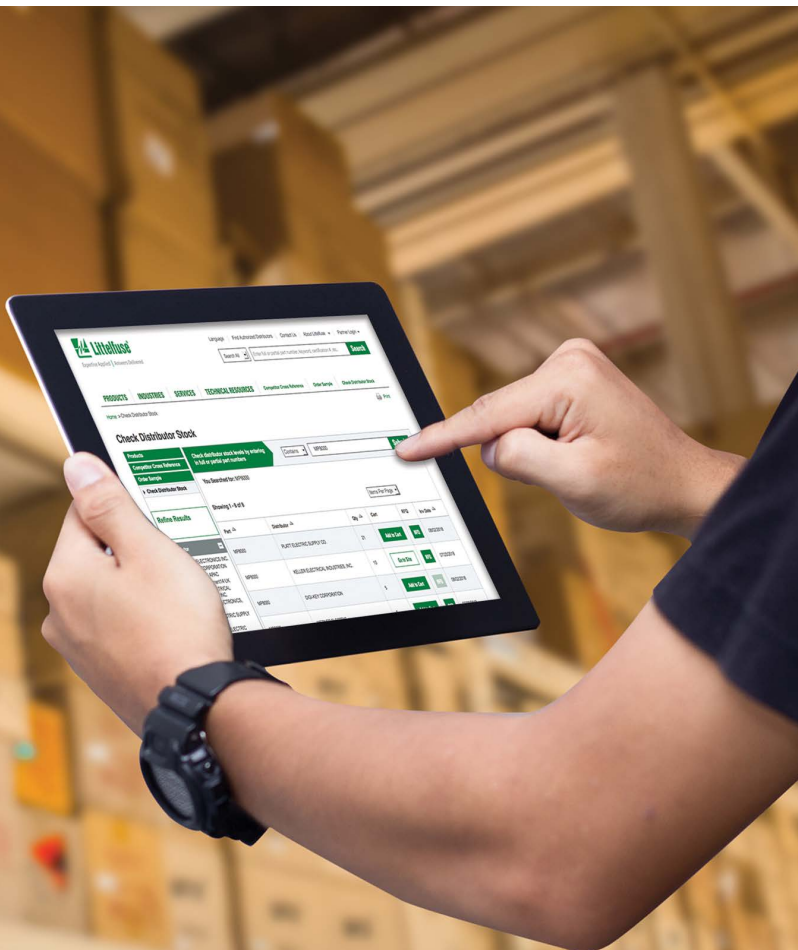
Make sure you are the distributor who helps prospects find the products they need!

Stock Check provides a platform for Littelfuse distributors to display inventory levels directly on Littelfuse.com with a link back to their website.

Stock Check Program Offers:

- New customers driven from Littelfuse.com
- Over 6,000 visitors a month
- Up to date stock quantities, never pricing
- FREE listings to Littelfuse Distributors!

Visit littelfuse.com/stockcheck or email industrialmarketing@littelfuse.com to learn more about participating in the stock check program.



EMAIL & VIDEO LIBRARIES

We have prepared a library of customizable emails of some of our most effective email campaigns and popular videos for you to send directly to your customers. These assets are solution-based or product-focused and have shown to be great tools for driving engagement.

Some of the emails and videos we can provide include:

Emails	Videos
Do You Have the Best Motor Protection Solution?	Protection Relay and Fuse Showroom
Achieving Electrical Safety by Design	60 Second Arc-Flash Relay Case Study
The Insider's Guide to Arc-Flash Relays	MP8000 Bluetooth Overload Relay
Your Arc-Flash FAQs Answered	In-Line Solar Fuses
Electrical Issues? We Have the Solution	Optimize Your Fuse Inventory

For these and other assets you can quickly utilize visit littelfuse.com/email-library or Youtube.com/littelfuse

Want to promote Littelfuse products or programs not found in the library? Contact us at industrialmarketing@littelfuse.com to create one for you.

PROMOTIONAL ALLOWANCE PROGRAM

Promotions are a great way to gain attention from customers and increase sales for a specific period of time. These promotions are supported by Littelfuse and must be able to drive sales, strengthen brand awareness and promote Littelfuse products.

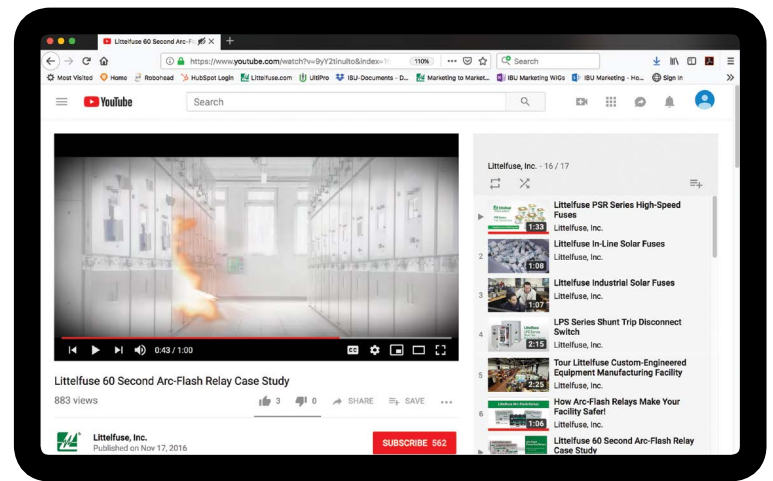
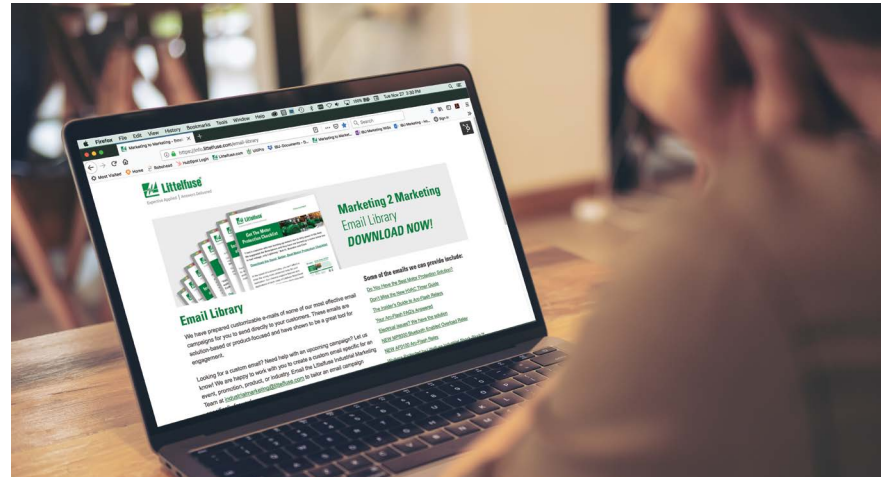
Promotional Market Development Funds should be used for:

- Demand Generation Campaigns
- Sales Incentive Programs/Promotions
- Joint Email Campaigns
- Brand Awareness Activities:
- Trade Shows
- Specialized Events
- Advertising
- Promotional Items
- Digital Campaigns
- Training Sessions

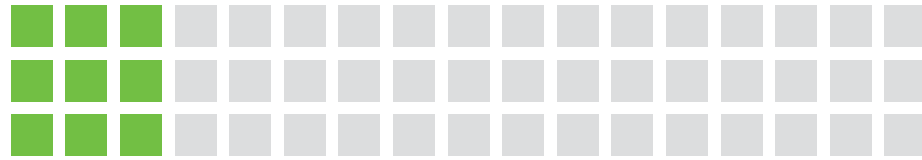


All activities should be pre-approved for reimbursement at least 30 days in advance.

Measuring success is key to continued participation utilizing market development funds. Leads and results of campaigns, promotions, and events/trade shows are required. Contact your local sales rep or email industrialmarketing@littelfuse.com for more information regarding promotional market development funds.



Tools to Purchase Littelfuse



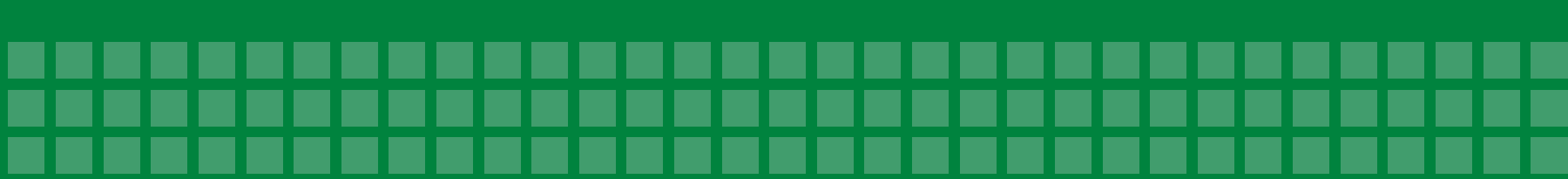
LITTELFUSE BUSINESS CENTER

LittelfuseBusinessCenter.com is one of the great reasons doing business with Littelfuse is so easy! Access this private website to look up the following:

- Product availability
- Pricing
- Place orders
- Order status
- Request and manage Special Pricing Agreements (SPA)
- Literature ordering
- Technical resources

Visit LittelfuseBusinessCenter.com for more details.





Expertise Applied | Answers Delivered

Littelfuse World Headquarters

8755 West Higgins Road, Suite 500
Chicago, IL 60631, USA

Technical Support

Tel: +1-800-TEC-FUSE
E-mail: techline@littelfuse.com

Customer Service

Tel: +1-800-227-0029 (US & Canada)
Tel: +773-628-1000
E-mail: PG_CSG@littelfuse.com
Fax: +1-847-787-5190

Emergency After Hours Service

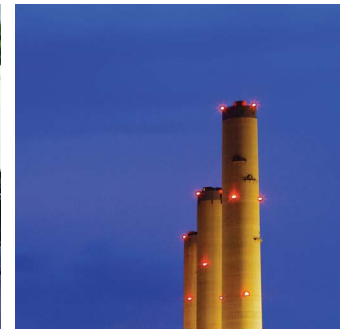
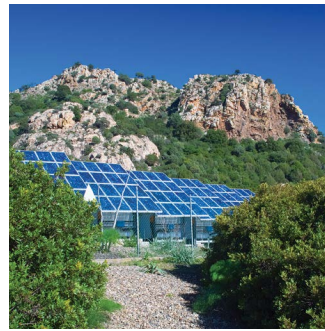
Tel: +1-800-227-0029 - Option 6

Credit Department

8am to 4:30pm (CST)
Tel: +1-773-628-0617
Fax: +1-847-512-0745

Marketing Support

E-mail: IndustrialMarketing@littelfuse.com
www.littelfuse.com/m2m



Littelfuse SymCom

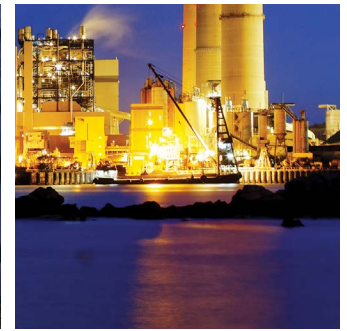
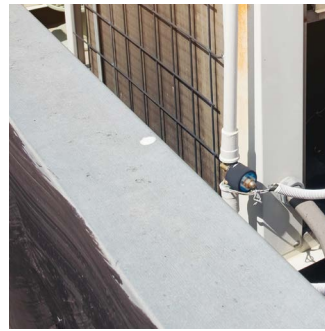
222 Disk Drive
Rapid City, SD 57701, USA

Technical Support

Tel: +1-800-832-3873
E-mail: techline@littelfuse.com

Customer Service

Tel: +1-800-227-0029 (US & Canada)
E-mail: PG_CSG@littelfuse.com
Fax: +1-605-348-5685



Littelfuse Startco

140 – 15 Innovation Boulevard
(The Galleria Building)
Saskatoon, SK S7N 2X8
Tel: +1-306-373-5505
E-mail: techline@littelfuse.com



Littelfuse Shanghai

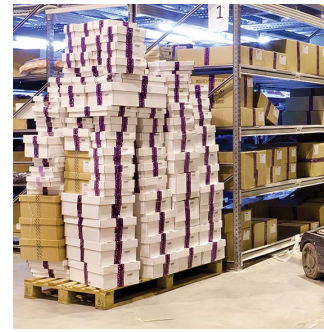
QinJiang Road No. 307
Shanghai City, China

Technical Support

Tel: +86 15850697687
E-Mail: APA_EPR_Tech@littelfuse.com

Customer Service

Tel: +86 021-23276066
E-Mail: APA_EPR_Sales@littelfuse.com



Disclaimer Notice – Information furnished is believed to be accurate and reliable. However, users should independently evaluate the suitability of and test each product selected for their own applications. Littelfuse products are not designed for, and may not be used in, all applications. Read complete Disclaimer Notice at www.littelfuse.com/product-disclaimer.



Expertise Applied | Answers Delivered

