

# XNEWS



**Axelent AB** Machinesafety, Meshwalls · **Axelent Wire Tray**, Cabletrays  
**Axelent Engineering**, Automation, PLM & Design · **Axelent Software**



**Born Global**

*Season's Greetings!*

*Happy New Year!*

## Now launching **X-Store**

A new system for industrial  
and storage walls

Annika Falkengren

**One of the world's  
most powerful  
women visits Axelent**

## About 2014

# Green October and figures that speak for themselves

We are rapidly approaching the end of 2014 and it is time to look back at the year that has passed. The year would most definitely take pride of place in any history book written about the company. We are up and running at our new premises in Hillerstorp and can already see ROI in the shape of improved internal flows and increased production efficiency.

### The 'Health Situation' at Axelent

General terms like this seldom does not create headlines. Instead, I will present some figures that speak for themselves about the 'health situation' at Axelent.

The figures are from October 2014, the best month of the year from a growth perspective.

We delivered 2,305 orders, corresponding to 712,000 kg. Converted into mesh walls, that is a total of 52,785.

### Born Global, Act Global

Despite a generally low growth rate in Europe, Axelent has improved by roughly 10 per cent on the previous year and also broke its global sales record in October.

We are now market leader in Germany and had our market position confirmed in a positive way at the Motek International Trade Fair in Stuttgart in October. Axelent GmbH also passed its dream boundary for new orders during the same month. Other Axelent countries are following the same pattern.

### Growth both in France and in Hillerstorp

Looking ahead, things look very bright. A good year is always a good springboard for the coming year. Next year we will be building new premises in France, our greatest investment in BMI Axelent's history. We are also planning continued expansion here in Hillerstorp.

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*I am impressed by the willingness and boundless energy you have all shown*

### Thank you for your willingness and boundless energy

Finally, I would like to express my sincere and heartfelt thanks to all of you who contribute to our success. I am impressed by the willingness and boundless energy I see throughout the company. It is all about teamwork between employees, suppliers and customers, but also the families around us who give their wholehearted support when the situation demands.

I wish you all the very best for the coming year and look forward to an exciting 2015 together with all of you.



Mats Hilding, MD Axelent AB

### Invoices from October 2014

- 2,305 orders, corresponding to 712,000 kg.
- Calculated in mesh walls, that is a total of 52,785.
- We dispatched 108 lorries and 1,454 load metres during October.



## One of the world's most powerful women, Annika Falkengren\*, visited Axelent for roundtable talks

During Trade and Industry Day in Värnamo on 3 October, SEB bank invited their customers to roundtable talks with SEB President and Group CEO Annika Falkengren here at Axelent in Hillerstorp. Local businesses were given the chance to discuss things like interest rates, the state of the market and the value of local banks supporting local businesses in a joint effort to make the region an attractive place in which to live and work.

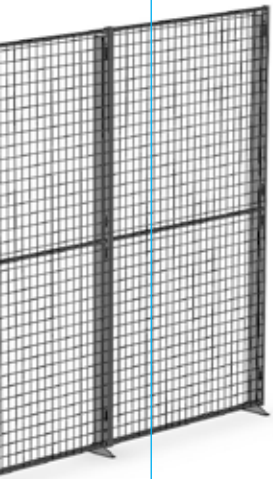
### A round tour of the plant

During the visit Annika Falkengren and the rest of the delegation took a round tour of the plant, offices and warehouse.

Last year Axelent was awarded the prestigious Nothinplacketten Prize. This year it was the turn of Nordiska Plast in Gislaved.



\*SEB President and Group CEO Annika Falkengren is climbing the rankings and has now been named as the world's fourth most powerful woman outside of Asia and the USA by Fortune Magazine.



# New system for industrial and storage walls

# Now launching

# X-Store



We are changing our FlexiStore system to a new one we call X-Store, a lighter and smarter panel system with sturdy posts.

Just like our other products, we have developed X-Store based on the criteria that it should be easy to assemble and supplement, and function in most types of environment.

We have created a system built upon four variants, where each part can be combined in various ways. This enables us to manufacture the products more effectively and to guarantee continued rapid deliveries. The price level is also attractive for our customers as we can now offer the same functionality but in a more flexible way.

## Smart details

- ✓ Plastic foot that gives a neater impression as well as reducing dust and dirt traps.
- ✓ New stable posts.
- ✓ Fewer parts for simpler assembly.
- ✓ A variety of door solutions in the same simple system.
- ✓ The system can be combined with a new 70x70mm post.



## Do you need a handle or extra support?

X-Guard will not let you down!



As previously mentioned, our intelligent machine guard, X-Guard, is a system that is under constant development. We listen to our customers and turn what they have to say into new functions. We would like to give a mention here to the latest update of our handles and support wheels.

### Practical handle

Our new handle can be mounted horizontally or vertically and wherever suits you best. The handle is made from durable plastic and sheet metal and melts in with the overall design of X-Guard.

### Smart support wheels

An extra support wheel would not go amiss on some types of door solutions. As an accessory we now offer a new type of smart support wheel for both side hung and sliding doors.

*Both products can be ordered from January 2015.*



## Born Global

### Axelent holds lectures for students and businesses

**On 17 November, Enterprise Europe Network and Science Park in Jönköping invited students and aspiring export businesses to a well-appreciated lecture at which Stefan Axelsson, Export Manager at Axelent, spoke of the company's road to success via the export market.**

He explained how Axelent focused on volumes from the outset, volumes that were non-existent on the domestic market but existed on the global market. As an anecdote he spoke of how Axelent signed their first mesh wall contract for the Netherlands before the product was fully developed. Born Global was therewith given true meaning.

# 2014, truly a spring-board **year!**



2014 is drawing to a close and it would not be overstepping the mark to claim it was the year in which Axelent Wire Tray made its presence felt on the global market. Our long-term commitment to quality and smart solutions has seen us grow on existing and new markets. In addition, our new X5 quick joining, which facilitates quicker and more cost-effective installations, has received positive feedback from the market.

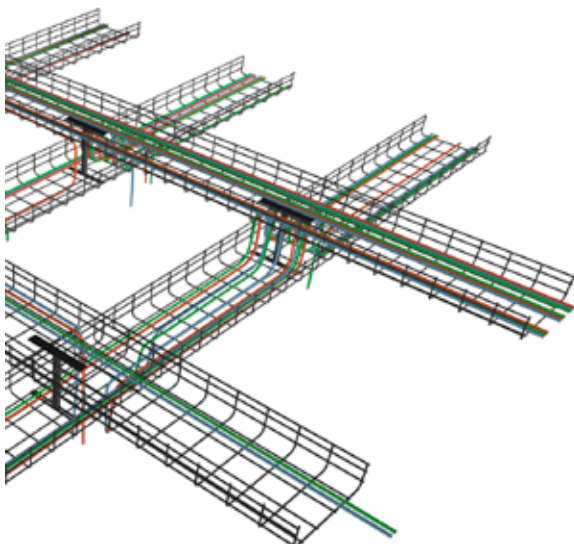
**Andreas Gotmark, MD at Axelent Wire Tray AB**

### **Close collaboration with German partner**

On the German market, our close collaboration with our partner PFLITSCH GmbH & Co. KG has led to new solutions for industrial cable trays.

### **Turnkey solutions entice in North America**

In North America we have continued to win large Data/Telecom contracts for the US Armed Forces, among others. This is clear proof of the success of our concept of turnkey solutions from the planning stage to installed product.



### **Growth within the food processing industry in Chile**

Chile is another interesting growth market. Here we are reaping the benefits of our ability to find smart solutions for the food processing industry, which accounts for a major part of the Chilean economy.

### **We will continue to develop throughout 2015**

During 2015 we will continue our drive on the Nordic electrical installation market, where we can offer new and exciting cable management alternatives. We will also continue to seek new markets and industries on our export market.



## "We value and safeguard Axelent as an attractive place to work"

For some time now we have had a new HR function at Axelent with Cecilia and Birgitta in charge. We see staff as our most important resource and we strive to keep Axelent an attractive and competitive workplace.

### **Cecilia Davidsson, HR Manager:**


"Our aim is to get to know all the staff and be aware of what is happening in the various departments. Together we form a strong team with the task of supporting and coaching employees and management in a variety of issues." Birgitta's tasks include salaries, staff administration, daily issues, personal meetings, etc. "My responsibilities are more strategic in the shape of coaching our managers who have staff responsibilities and drawing up procedures/processes to attract, retain, develop and engage capable employees."

### **Recruitment and personal development are key elements**

"Recruitment and personal development are key parts of my work. Everybody at Axelent should have the chance to grow and develop. We're very proud of all the people who've taken the opportunity to grow in the organisation. This is why it's so important to have committed employees who understand and are driven by our concept."

### **Job satisfaction and teamwork**

"Our vision is for Axelent to be an attractive workplace with the focus on job satisfaction and teamwork. If you feel happy in your job and committed to the cause it has a positive effect and helps to keep us competitive."



**Grow with us at Axelent!**

At Axelent you have every opportunity to develop in your professional capacity, something we call Grow with us!

*Grow with us*  
AXELENT



# Postcard from Info-Protect

Just before the publication of this, our last issue of X-News for 2014, a postcard landed on the newsdesk from Info-Protect. The Axelent agent in Poland since 2013.

## Jacek Wapner, owner of Info-Protect

"Info-Protect sells all the Axelent products on the Polish market. X-Guard is our best-seller, but we also sell a lot of Safestore and Flexistore. We've also begun selling cable trays as an accessory to the X-Guard system."

## About Info-Protect

"Our company employs four people with three directly involved in the sales process. We plan to expand in the coming months by recruiting two more salesmen. It's important that our salesmen have sound experience of the industry and good market insight."

## Vehicle and robot industry

"We are firmly focused on machine safety and have sound experience from the vehicle, metal and robot industries. We also regard logistics as an interesting and developable segment."

## About Axelent in Poland

"Today Axelent is a strong brand on the Polish market renowned for its quality and quick and professional customer services. X-Guard is a well-known machine guard and we notice that customers gladly return with new orders after they've begun using X-Guard. The rapid delivery and assembly times are well-appreciated and help to reduce customer costs."

## About being part of the Axelent-family

"It feels really good to be part of the Axelent family and be able to offer professional products to industries like vehicle and robot technology, with their high demands on quality and compliance with European norms. An international environment also offers the opportunity to exchange knowledge and experience."

## Made in Sweden = high status

"In Poland, Sweden is always associated with safety, high quality products and environmental responsibility. Telling customers that Axelent is a Swedish company with its own internal production gives us a definite head start."

## Number one

"Our goal is to make Axelent number one on the Polish machine safety market. In the coming years we have plans to make our company the biggest in Poland in our industry."



From left to right: Jacek Wapner, Lilianna Kistowska-Wapner, Marek Wapner, Marcin Kochanowicz







From left to right: Harald Steidle, Managing Director AXELEN GmbH Germany; Dr. Claudius Werwig, Swedish Chamber of Commerce Germany



**Achtung! Achtung!**

# It's all happening in Germany!

Axelent safety expert Matthias Schulz in international roundtable meeting.



On 15 October an international roundtable meeting was held in Kyoto, Japan. The meeting discussed the prospects of continued development of the international standard for the preparation of instructions for use, IEC 82079-1. The standard is also a European standard and is considered the most important basis for assessing the quality of instruction handbooks and manuals. Matthias Schulz, senior safety consultant at Axelent in Germany, took part along with a delegation from German Tekom.

Matthias also held a lecture on the new EU directive for EMC and low voltage equipment, which now contains demands on manuals and instruction handbooks that will come into force on 20 April 2016.

## Kickers visit Axelent's stand at Motek

Axelent GmbH is a proud sponsor of the local football club, Stuttgarter Kickers. After a 'guess the score contest', that was arranged by German Axelent in the match Stuttgart Kickers vs. Borussia Dortmund, a match ball was presented to the winner, Tobias Mühlhaupt from Zorn Maschinenbau GmbH in Stockach. The ball had been signed by all the group members and was awarded during the Motek Trade Fair in Stuttgart.

## Axelent Germany invited to the 'Swedish Chambers'

Since Axelent GmbH was awarded the popular Swedish export prize by the Swedish Chamber of Commerce in Germany four years ago, collaboration between Axelent and the chambers has continued. When The Chambers, a network group in the Stuttgart area, sent an invite to take part in afterwork under the name of Swedish Chambers, Isabella Ertel and Harald Steidle from Axelent GmbH were given the task of presenting Axelent's business plan and progress report. Harald Steidle also gave an account of the company's journey, from 1993 as a newcomer to becoming one of the leading safety guard companies on the German market in 2014.



From left to right: Tobias Mühlhaupt, Zorn Maschinenbau GmbH Stockach; Ugur Özkan, Seller AXELEN GmbH; Fabian Gerster, defender SV Stuttgarter Kickers.



# Upcoming trade fairs



## Logimat, Stuttgart

10-12 February, 2015



## Tiertec, Cologne

10-12 February, 2015



## Promat, Chicago

23-26 March, 2015



## Auspack, Melbourne

23-26 March, 2015

Flow power!

**AXELENT  
ENGINEERING**  
Automation · PLM · Design

# Axelent Engineering is growing

We are now one of the largest consultancies in the region

**COMBINING OUR EXPERTISE** in specialist machinery and robots with smart software, product design and intelligent flows has become a recipe for success for us at Axelent Engineering. This autumn we have grown into the region's largest consultancy in our segment with a team of 45. What makes us unique is our extensive knowledge of production and product development processes and how they lead to black figures on the bottom line of our customers' balance sheets. We know what works in the real world and it keeps us one step ahead.

## Axelent Engineering is currently involved in some of Sweden's most prestigious industrial projects

- This autumn we have recruited four graduate engineers and two masters.
- We are strengthening our position as leading player on the expertise market with regard to profitable flows.
- We want to attract the best talent.
- We want to offer our customers cutting-edge expertise.
- We are part of the mechanical engineers' management team at the Jönköping Institute of Technology.
- We help to safeguard regional growth by playing an active part in Automation Småland.
- We take part in forming education locally and regionally in order to tailor courses to the needs of industry.



[www.axelentengineering.com](http://www.axelentengineering.com)



## Go HV71!

Following a good autumn run, HV71 are now (1 December) third in the Swedish Hockey League. We at Axelent are happy with the season thus far and look forward to more exciting matches for the rest of the season.

Read more at [www.hv71.se](http://www.hv71.se)



## Happy X-Mas!

Finally we would like to thank you all for a very rewarding year! We are open all weekdays during the Christmas period but with a limited service. We are looking forward to an exciting 2015, full of new safety innovations for industry, construction and storage!

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