

XNEWS



No. 2 · 2015 **Axelent AB**, Machine Safety, Storage Equipment · **Axelent Wire Tray**, Cable Routing Systems
Axelent Engineering, Automation, PLM & Design · **Axelent Software**

The Spirit of Axelent

CODE OF CONDUCT

"The tougher the
demands, the
more our products
thrive"

AXELENT WIRE TRAY



Born Global

Act with responsibility



We have a responsibility



As entrepreneurs we often have a well thought-out business plan. We have strategic and tactical plans, goals and visions for how our business should be run and profits made. But one thing we should always bear in mind is that we also have a responsibility that includes ethical, social and environmental aspects. This has been a natural part of Axelent since the outset, but due to our growth as a global company we have now put it on paper in our Axelent Code of Conduct.

It is all about long-term sustainability. Being able to combine business benefits and growth with healthy relationships and caring about the environment and our fellow human beings. One does not necessarily cancel out the other. This mindset is the only sustainable way for us to conduct our business operations over generations.

Axelent's values in the world

Today, Axelent has a presence in 56 countries through subsidiaries and agents. Hence it has become increasingly important to be clear about what we stand for and what

represents Axelent in thought, word and deed. We must be clear to our employees, customers and suppliers. Obviously we cannot provide detailed guidelines for everything, but in broad terms we have summarised our ethical, social and environmental conduct in order to clarify our values.

Safety in a larger perspective

One prime example of our responsibility is our involvement in the Egyptian children's home, DGSS. A fantastic scheme initiated by one of Axelent's founders, Folke Axelsson, together with two other entrepreneurs. What started out as a small project has, through dedication and many hours of voluntary work, become a large operation that is now in full bloom. DGSS is also proof of our ability to deliver safety and security at all levels. Axelent shall stand for safety to our employees, suppliers and customers, and also our fellow humans who have never heard of machine guards or wire trays. It is therefore with great pride that I now present Axelent's values in the shape of a brochure.

Wishing you all a wonderful and relaxing summer!





Code of Conduct

We can now proudly present the Axelent Code of Conduct. Our company's ethical, social and environmental guidelines. As a global company it is vitally important that we have these values documented and, of course, live up to them.

We continue our global trek by clarifying where Axelent stands on ethical, social and environmental issues. What goes without saying in Hillerstorp may not at all be acceptable without documentation in South America, Japan or Australia, to name a few of the countries in which we operate today. Success and growth brings a responsibility that concerns everybody in the Group, along with suppliers and customers.

The Spirit of Axelent

For us here at Axelent it was important not just to pay lip service to these issues with a document that was quickly forgotten. We wanted to create something of our own that puts across what makes us unique on the market – The Spirit of Axelent!

Our Code of Conduct will therefore be kept alive with regular updates and be available for download from our website, initially in Swedish and English.



DGSS - The Good Samaritan Sweden

A good deed that became a colourful and successful operation



DGSS was formed by the three Hillerstorp entrepreneurs: Folke Axelsson, Kjell-Ove Gunnarsson and Lars Erik Backstig. In 1989, they visited the Helwan children's home in Kairo. The supervisor, Magdy Bassaly, greatly impressed the three visitors with his dedication, working methods and ability to make the children feel at home and loved. The three men decided to support the home in various ways. The commitment grew and in 1992 a trip to Cairo was arranged for 14 people. On returning, DGSS was formed.



Lena Backstig, president of DGSS and one of the driving forces behind the home:

"The fantastic commitment, donations and other help from the founders and participating companies has enabled DGSS to continuously develop."

Children's home with apartments

"Today our operation comprises of a home, a day nursery, five apartments and a school class for around 30 children. To assist us we have teachers and four full-time female staff, or mothers as we call them, who look after the children."

New resource

"It's really stimulating to see DGSS growing and finding ways to help these children. We'll be putting more emphasis on teenage girls from now on as well with a new resource in Malin Åkvist."

Focus on teenage girls

"Malin was with us ten years ago and wants to return and get more involved. She will be studying Arabic and dedicating the rest of her time to our teenage girls. It's vital for them to have good role models to help them to grow up in the proper manner."



32 participating companies

"DGSS is run solely on contributions from our participating companies along with donations. We now have 32 companies supporting us and it feels great to be able to say how we help to improve the lives of the children at DGSS every day of the week. Without our home many of them would have continued their lives on the streets with no or very little hope for the future."

Support to university studies

"We would also like to add that our engagement now stretches beyond helping only young children and teenagers. DGSS has decided to finance the education of girls who wish to study at university. With a good education behind them they can look forward to a bright future. It feels just as good to be able to contribute to this as well."

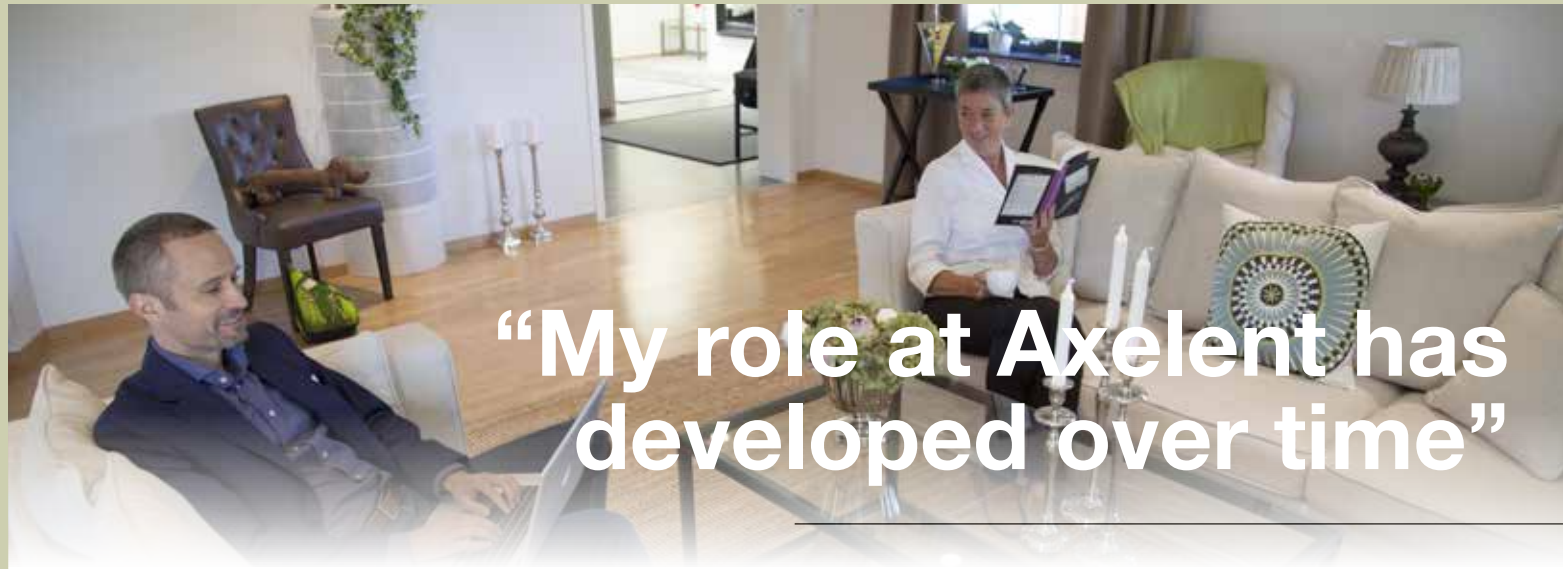
Would you also like to support DGSS?

We thankfully accept all forms of support.

Get in touch with:

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“My role at Axelent has developed over time”

On 6 June Anna-Greta Malm will be leaving her post as controller at Axelent after 15 years. She began her career as an energetic PE teacher before changing course and studying for an MBA.

Anna-Greta is leaving to spend more time doing the things she has always enjoyed outside of her job at Axelent. An exciting time beckons far removed from facts and figures with days spent on golf, photography, developing black and white photos and spending time with her children and grandchildren.

Anna-Greta will always be remembered for her heaps of energy. Energy and an amazing ability to create structures and control mechanisms around that which builds a strong company, namely a good economy. Our controller function has become increasingly important in pace with our investment and growth through new companies and new markets and our investment in our production and storage facilities.

Anna-Greta Malm, controller at Axelent in Hillestorp since 2000

"I've learnt so much during my time at Axelent. I was given responsibility very early on by the company management and owners. I've found it very stimulating to have the opportunity to run projects together with a wonderful team."

International touch

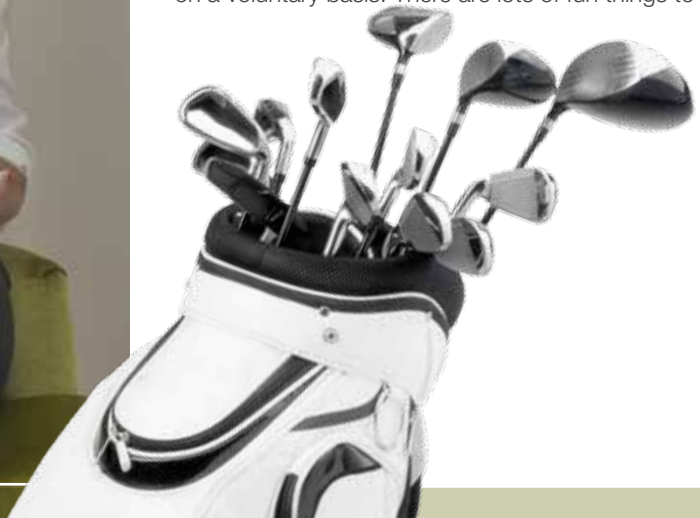
"The international touch is also very stimulating. I've helped to start up companies in different countries, set up accounts departments and recruit accountants to some of our foreign subsidiaries. My job has never been monotonous or humdrum."

Harmony between economy and reporting

"It's fascinating to meet so many new people with different cultural backgrounds and a challenge to achieve harmony between economy and reporting in the Axelent Group without it becoming too time-consuming and 'nitpicking'."

A lot of fun awaits

"It feels right to leave now and have the chance to enjoy being outdoor this time of year. I love photography, developing my own black and white photos in my darkroom, playing golf, travelling and looking after my children and grandchildren. Perhaps even some accounting on a voluntary basis. There are lots of fun things to do."





"I now have the opportunity to work with economy in a new perspective"

Lars Axelsson, new controller at Axelent

This spring we have had the opportunity to get to know our new controller Lars Axelsson a bit better. Lars will take over from Anna-Greta and we see a good opportunity to develop Axelent together with him. Who is Lars Axelsson?

Lars Axelsson, controller at Axelent from July 2015

"I'm 44 and live in Värnamo with my wife Jenny and our two boys, Edvin 12 and Linus 10. For the past 17 years I've worked at Ernst & Young in Gislaved and Värnamo, chiefly as a key accounts auditor. The job brought me in touch with many companies in a variety of industries. As an auditor

you help clients with questions concerning accounting and taxation, and act as a sounding board for company owners and financial managers on a variety of issues."

What enticed you to Axelent?

"I felt it was time for a change and wanted to work with accounting from a slightly different perspective. My aim was to find a company group with an international flavour. The company owners having local roots and running the company themselves also helped to persuade me."

An expansive company that has succeeded

"My picture of Axelent, without knowing too much about them, was of a successful and expansive company. I couldn't resist the challenge posed by the position and had to apply for it."

What is the greatest challenge in your new role at Axelent?

"My main challenge lies in utilising the knowledge and experience I've gained from working with so many different companies and being able to contribute to the positive progress that Axelent has enjoyed for many years. For me personally, it is of course also a challenge to 'switch sides' from just auditing to preparing and presenting the financial accounts and statements."

What triggers you in your work?

"Constantly developing and learning new things, and working as a team on a job or project that gives the company added value."

What are you most passionate about in your profession?

"Ensuring, in an efficient way, that the company maintains a high standard in its financial reporting. In my opinion this is an absolute must if it is to work as a basis for management decisions."

What is 'good' economy in a company and how can it open the door to opportunities in a company that is looking to grow?

"A company with good economy like Axelent creates fertile conditions in many areas. It bolsters continued expansion, it gives assurance to customers and suppliers in business dealings and collaborations, and is a vital part of being seen as a secure and attractive employer. A company with good economy naturally has advantages over other companies when it comes to making decisions on things like investments and acquisitions. It gives a greater freedom of action."

What do you do when you're not at work?

"I spend a lot of time with my family. I like to exercise by running and skiing and I have a few club commitments. For the past few years I've had the honour of helping out as a scout leader."



Axelent Wire Tray in the food processing industry in Chile

"The tougher the demands, the more our products thrive"



Axelent Wire Tray shall be a premium brand among wire trays and accessories. Every detail is therefore carefully designed to comply with the quality demands that exist at this top level. One industry in which quality is vitally important due to the high demands on hygiene is the food processing industry. Axelent Wire Tray's cable support systems are ideal in these environments.

Colun is Chile's equivalent to the Swedish dairy cooperative, Arla, and is not only the largest dairy cooperative in Chile, but also one of the leading dairy producers on the growing South American market.

Green Plant

In the past year Colun has built a brand new plant in La Union by the name of Planta Verde, or Green Plant in English.

Andreas Gotmark, MD at Axelent Wire Tray

"All in we've delivered almost 6km of trays, or to be more exact 5,850 metres of stainless trays. This is a state-of-the-art plant that will set the standard for future plants. It is a top modern cheese making facility with the capacity to handle 500 tonnes of milk a day."

Function, design and delivery reliability

"Of course our strong presence on the Chilean market together with our partner, Portaconductores, played a significant role. But what really ensures that we can deliver to this type of plant with such stringent demands is the function and design of our products in harness with our delivery reliability."

ABOUT COLUN

The Colun cooperative comprises of 750 farmers, 1,900 employees, handles more than 1.2 million litres of milk a day and produces 240 dairy products for Chile and foreign markets, chiefly the South American Market. The products include milk, cheese, butter, yoghurt, dulce de leche and other dairy produce.

Read more at www.colun.cl



Toda la magia del sur





Axelent's meshwalls at "Europalia Exhibition" in Brussels in 2007.

Axelent Belgium NV is a genuine company in the group

Axelent Belgium NV started selling Axelent products in the summer of 2003 as a part-owned subsidiary of Axelent AB.

What products do you sell?

"Axelent Belgium NV sells the systems X-Store and X-Guard, as well as the products Shelving and X-tra."

How many are you in your business?

"Our sales office in Rijmenam has seven employees and we also have 8+ independent installers that work full time."

What sectors do you work with?

"Our largest clients are Warehousing and Machine Safety. We can offer our clients the full "Safety Package" in conjunction with the X-Tra products."

What do you think are Axelent's main strengths?

"Axelent are the biggest player on the "Fencing Market."

We always provide our clients a quote within 24 hours after their request. We are also very flexible with non-standard materials. We are able to meet the highest standards, both to our professional approach and expertise in each market sector."

What are the benefits of belonging to the Axelent Group?

"Stability, quality, knowledge, speed and efficiency..."

What do you and your customers think about the fact that Axelent is a Swedish Company that Manufacture's its own products?

"Our clients believe in the integrity and high quality of Axelent's own products."

What are your view of the future?

"We aim to keep the highest standards and be the very best in what we do, so our customers keep their trust in us and development of new products."



Marcel Darroch-Davies in a new role as Sales Coordinator Europe



"A central function is essential for our European customers"



Marcel Darroch-Davies began working at Axelent Ltd in Swindon as a sales administrator. As the company grew, Marcel was given greater responsibility and in 2011 he was appointed managing director. With so many Axelent customers operating globally, Marcel now has the role of Sales Coordinator Europe.

Marcel Darroch-Davies, MD at Axelent Ltd and Sales Coordinator Europe

"In my new role I will negotiate general agreements with new customers and keep tabs on the countries in which Axelent has a market. This is to ensure consistent pricing and service, and generally improve the level of communication between the countries to enable Axelent to find new customers and to serve their existing customers even better."

Customers demand global contracts

"Increasingly more customers want European or global contracts, which I find very stimulating as it is important for Axelent's continued global growth."

Knowledge base on a communicative platform

"Knowledge is the key to Axelent's success. Together we are creating a platform from which ideas, tenders and orders can be shared internationally and help us to work as a global team. Our aim is to be able to offer service, products and pricing that is consistent from one country to the next. In many respects it's about clear and concise communication."



Electrical & Functional Safety Explained

FREE Practical Workshop

New in Sales Axelent Ltd

Axelent Ltd in the UK is excited to announce two new sales representatives as the UK continues to grow.



Liam Davies

"I'm really excited to be starting my career with Axelent at an exciting time for the company. I look forward to continuing relationships and building new ones with our loyal customers."

Liam is representing Axelent Ltd in London and the South East of the UK.



Victor Herman

"I am looking forward to working closely with my colleagues and using my experience to seek and take on new challenges and opportunities so that we can achieve our business goals together as a team."

Victor is representing Axelent Ltd in the South West of the UK and Wales.

Benefits of attending:

The course would suit anyone with some form of basic electrical knowledge. It has been designed to give an introduction and simple overview of the key aspects of the EN60204-1. This will allow anyone who is involved in panel design/build or involved in electrical control systems, machinery refurbishment/upgrade, as well as industrial electrical systems installers to build or refurbish machinery control systems to a level that meets the standards.

This one day course is to introduce and give delegates an overview of the following standards:

EN 60204-1 EN 62061 EN ISO 14119 EN 953/14120
EN ISO 13849-1 EN 349 EN 14120 EN 13857

At the end of the course, delegates will:

Understand the electrical and functional safety aspects of machinery, will be able to identify fundamental issues and will have the ability to identify and apply appropriate EN standards

Dates & locations

- 14th July 2015 The Westerwood Hotel, Nr Glasgow
- 3rd November 2015 Imperial War Museum, Duxford (Nr Cambridge)

To register visit:

www.phoenixcontact.co.uk/safetyworkshop



Speed - Short Track is fast and exciting. Axelent was supporting Annas' World Cup at home in Dresden in February.

Anna Seidel

Short Track Speed Skater

Anna Seidel (17) from Dresden, Germany loves her sport, "Short Track Speed Skating". This sport is deeply connected with speed and accuracy which are also keywords of the "Axelent Philosophy". Anna was a member of the German Olympic Team during the Winter Olympics in Sochi last year. Axelent GmbH is a proud sponsor of the young and ambitious athlete in Short Track Speed Skating. Last season, finished some weeks ago and she became the German Champion and was a member of the German World Cup Team. Anna is now starting for her home team Eislauf-Verein Dresden.

When did you start with Short Track Speed Skating?

"My brother was a figure skater and after his training sessions the Short-Track Speedskaters started their training sessions and I was always watching them. After recognizing that athletics was too boring for me I tried Short-Track and liked it from the beginning."

Anna Seidel visited Axelent during the LogiMAT show in Stuttgart. From left to right: Stefan Axelsson, Export Manager Axelent AB; Anna Seidel, National Team Short Track Germany; Harald Steidle, Managing Director Axelent GmbH Germany.



GERMANY



Photo with a member of the German Winter Olympics Team 2014. From left to right: Giacomo Madeddu, Salesmen Axelent GmbH Germany; Anna Seidel, National Team Short Track Germany; Isabella Ertel, Marketing Axelent GmbH Germany; Harald Steidle, Managing Director Axelent GmbH Germany.

Short Track is your life! What makes this sport so interesting for you?

"I like the racy speed and the competition against each other - so it never gets boring. The tactical aspect creates more suspense too. And the daily overcoming of one's weaker self."

How often, how many hours do you practice a week? Where is your training centre? How does a typical school and training day look?

"Normally we have six days which is the Monday to Saturday. Training sessions are between 3 – 4 of those days, and up to twice a day. It equates to about 25 hours a week in total. The main location of short-track in Germany is Dresden, where I live. Usually the first training session is in the morning until 11 am, then school till 3 pm and afterwards the second training session of the day until the evening."

What do you have for personal goals even after you have already participated in the Olympic Games so young? Were the Olympics in Sochi your greatest experience in Short Track?

"Definitely, yes. To see the Olympic Games live was a huge experience for me! But my goal is to qualify for the next games and there not just to skate after the other skaters but rather to get more in the act and fight for front positions. At the maximum of my career I want to win an Olympic medal one day."

Axelent is supporting you in your young career. Is the interest and attention of your sports growing in Germany?

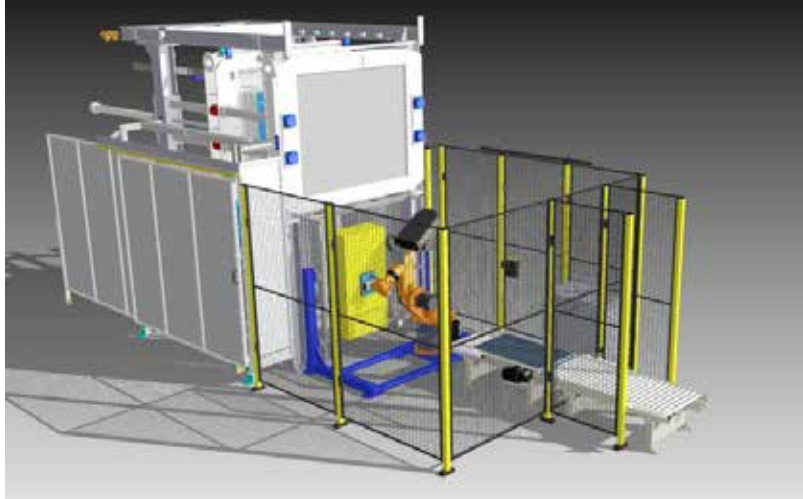
"Fortunately, I can answer in the affirmative. Especially after skating the Olympic Games last year the media interest grows slowly. But nevertheless, Short Track Speed Skating is still a sport that isn't that important in Germany, as e.g. soccer is. So I'm very thankful for every kind of support and happy to have Axelent by my side!"

How do you spend your free time?

"I'm trying to catch up all the time I missed seeing my friends. So I hang out with them and visit cinemas or try to travel to other cities with them in my off time. I also love to take photographs or just read a good book to relax."

Do you have already an idea what you want to do after school?

"Unfortunately, I'm still not really sure about it yet. I'd love to do something with media, TV and promotion. But also marketing and management interests me a lot. I still have 3 more years of school so there is a bit of time to figure that out."



Innovation at Smurfit Kappa Lagamill in Timsfors

Smurfit Kappa in Sweden covers the entire chain, from paper manufacturing to the design and production of practical and innovative packaging and products in corrugated board and solid board. They have a workforce of 1,400 at 14 production units and two sales offices in Sweden.

Bo Svensson, Smurfit Kappa Timsfors

"We are the company in our group that made the most progress with our automation. We currently have 3 pcs of robot cells with the vision to invest in more in the future. Our investment in machinery has not resulted in any layoffs but only to facilitate the heavy work they are exposed to.

We are very satisfied with Axelent's product X-Guard. We have installed the system ourselves without any problems. The service from the customer service has been excellent and we have got quick response. We will choose Axelent the next project too."

Axelent's 3D-drawings has helped CK Teknik A/S

CK Teknik A/S is a Danish company specialising in machinery and equipment for the particle foam industry. Axelent has supplied them with X-Guard Classic and they have been able to utilise our 3D drawings with great success. They are also very satisfied with our high service level.

Andreas de Haan, CK Teknik A/S

"Axelent always give a speedy reply and the service is excellent. Being able to utilise their 3D drawings gives us a professional look when dealing with our clients because it provides a complete view of our machines together with Axelent's machine guards."



International Product Meeting in Hillerstorp

Every year our subsidiaries and agents send those responsible for Axelent's products to our international product meeting. This year there were delegates from 15 different countries.

Johan Axelsson, product manager at Axelent AB:

"It's great to be able to give a live presentation of the product team's work throughout the year. Our subsidiaries and agents appreciate coming here and having the chance to get a feel of our products and to ask any questions they might have. They get speedy replies and that's the way we like to work here at Axelent."

FRANCE



The story of the new premises called X-Lodge



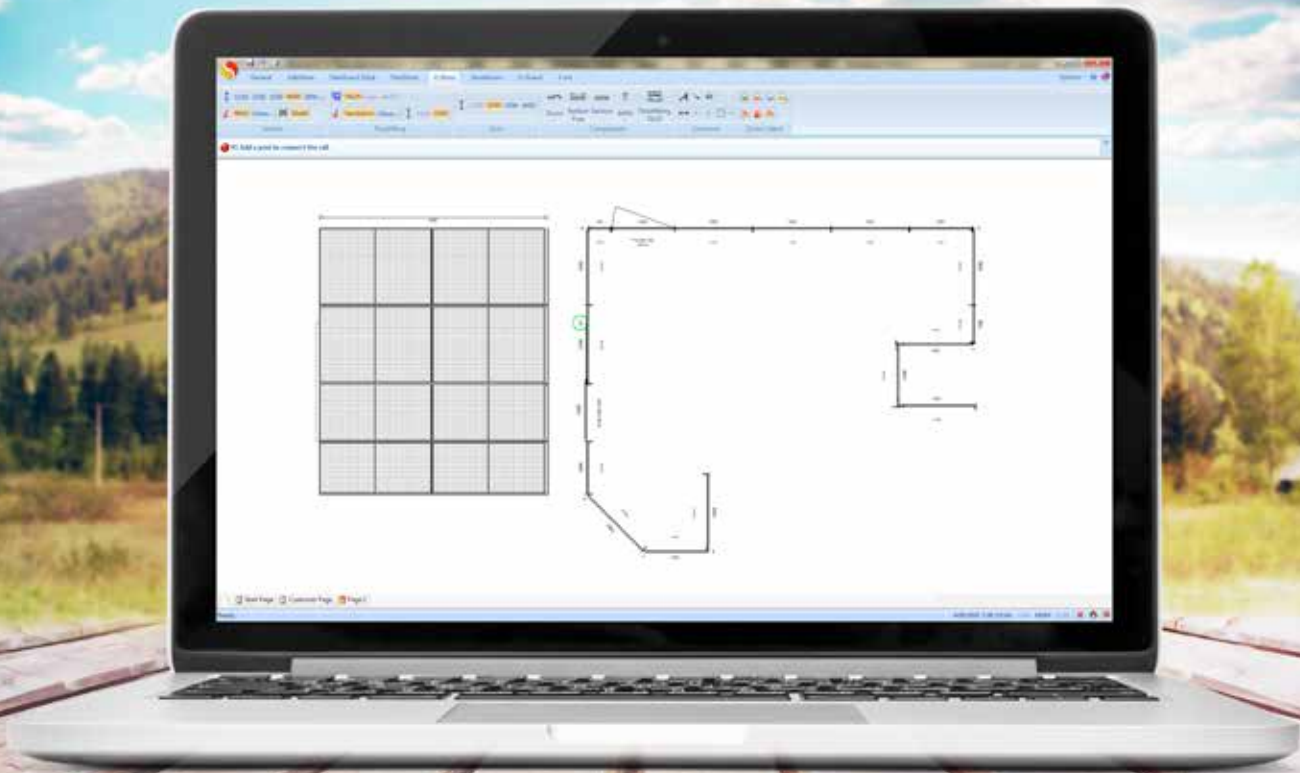
BMI-Axelent was founded in 1993 in the home of the Managing Director's parents. 2 years later they moved to their own dedicated premises in the port area of Le Havre, and stayed for 7 years. The number of employees at that time was 5 and business started to grow at a regular pace. In 2001, the company built new premises in order to help achieve the target turnover of 3 Million Euro's.

Christian Souabe, MD BMI France

"In 2011, upon reaching 7.7 Million Euros in sales, the decision was taken to provide a vision and a tool for the future to allow even more growth, as we had then outgrown what could be achieved in our existing premises. We wanted the new premises to be ready for the 20th Anniversary of the company but fate struck in 2012 and the project had to be postponed. In 2014, we decided to re-ignite the project and build completely new premises with the sole idea to provide us with a tool to double the capacity of our existing site and manage future growth. And now with a staff of 14 people we needed the capacity for 20."

We build a motivating workplace

"The new warehouse measures 850 m2 and has a mezzanine floor of 200 m2, the offices now reach an area of 350 m2. The warehouse has also been built with the future potential to be expanded even further. The idea was to build something different but in line with the modern and high quality image that Axelent portrays. Also to provide staff a very ergonomic and highly motivational working environment. The Grand Opening will take place on the 12th June with Mats, MD Axelent AB and Johan, Product manager Axelent AB, joining us on that day."

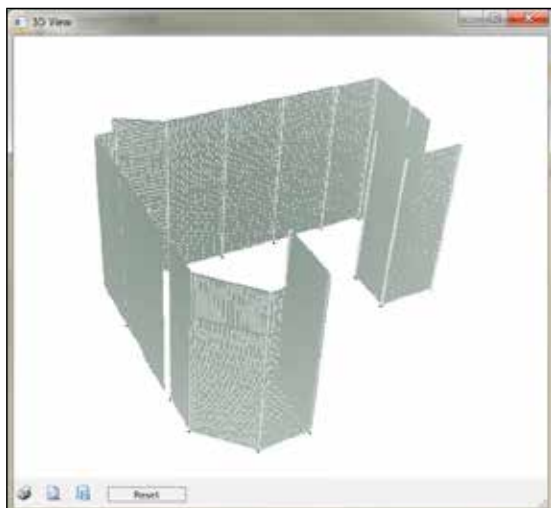


SnapperWorks

There is a new version available for download

Sebastian Jiteg, Snapper manager:

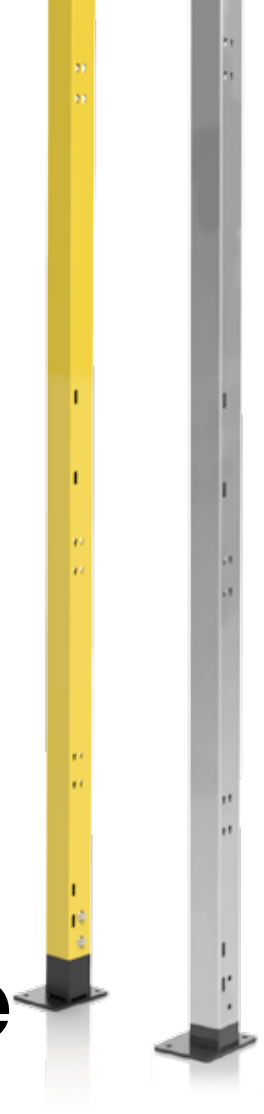
"In this version of SnapperWorks we've simplified the download of new versions. You will now receive notification when a new version is available."



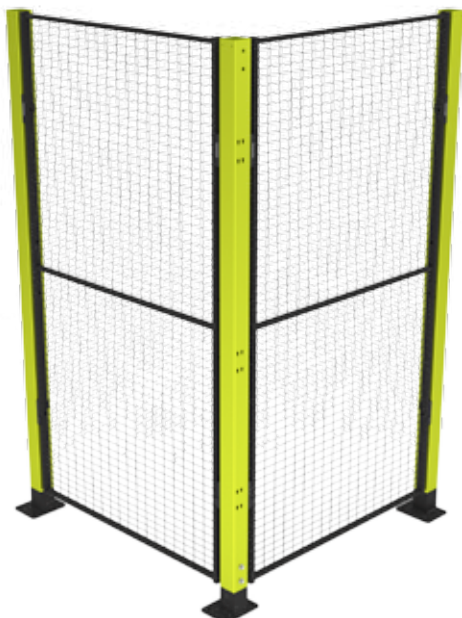
- X-Store – You now have the possibility to draw with our new storage system.
- X-Store – You now have the possibility to draw a selection of our products in the X-tra range.
- STEP – You can now choose between a simplified or detailed STEP drawing.



New post for X-Guard and X-Store



At the recent trade fair in Germany we launched a new post for our X-Guard system (machine guard) and X-Store (warehouse protection). The new post is sturdier with dimensions 70x70 mm, but is naturally just as flexible and easily assembled as our current poles.



DETAILS POLE 70X70MM

- Works with both X-Guard and X-Store.
- Has a loose foot (type X-store 70x25 and old 80x80)
- The new 70x70 post can be combined with other materials, such as doors, sliding doors and mesh panels.
- For X-Guard – Available in heights 1400, 2000, 2300 mm and as an extension 750 mm. Standard. Yellow pole and black foot.
- For X-Store – Available in heights 1150 and 2250 mm and as extensions 1100 and 2200 mm. Standard Sendzimir pole and black foot.

Delivery and more info

The new post will gradually replace the existing 50x100 post. Deliveries begin during spring 2015.

For more information get in touch with Sven Toftgård
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Axelent Engineering

Optimise your PLM investment

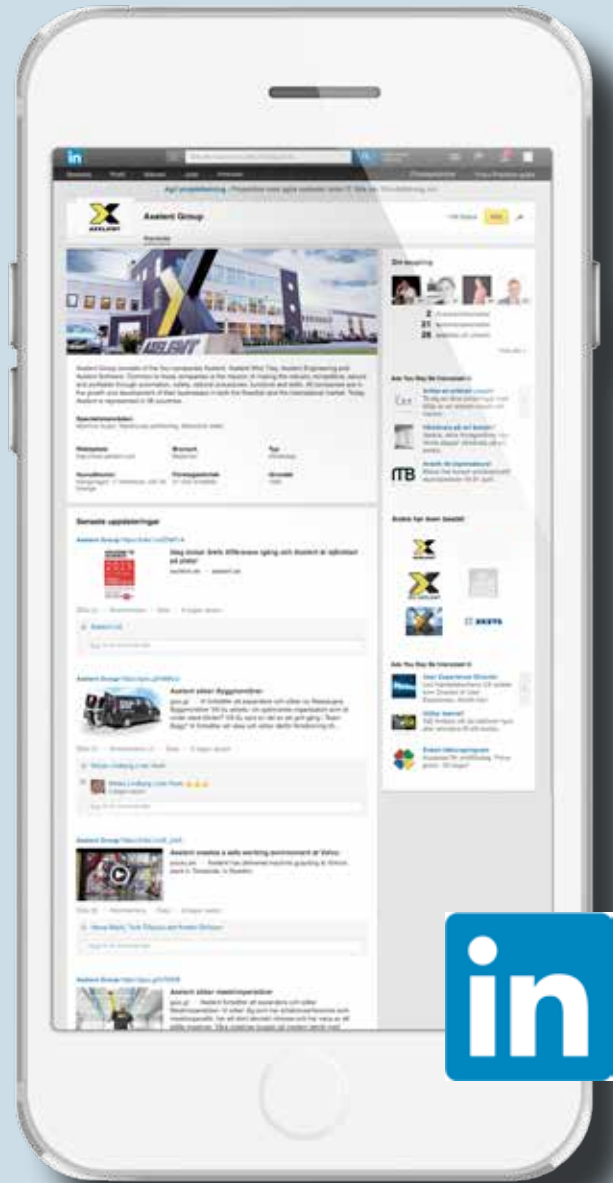
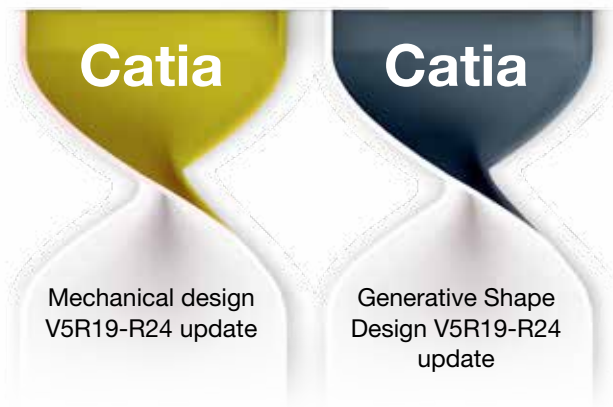
We help you get maximum effect from your PLM solutions by providing training and guidance within PLM and effective production flows. Axelent Engineering is partner to Dassault Systèmes, world leader within PLM solutions. This, together with deep and broad experience in product and production development, enables us to offer you a customised solution that optimises the investments already made.

CATIA · DELMIA · ENOVIA · 3DVIA · EXALEAD OnePart



Utilise our know-how!

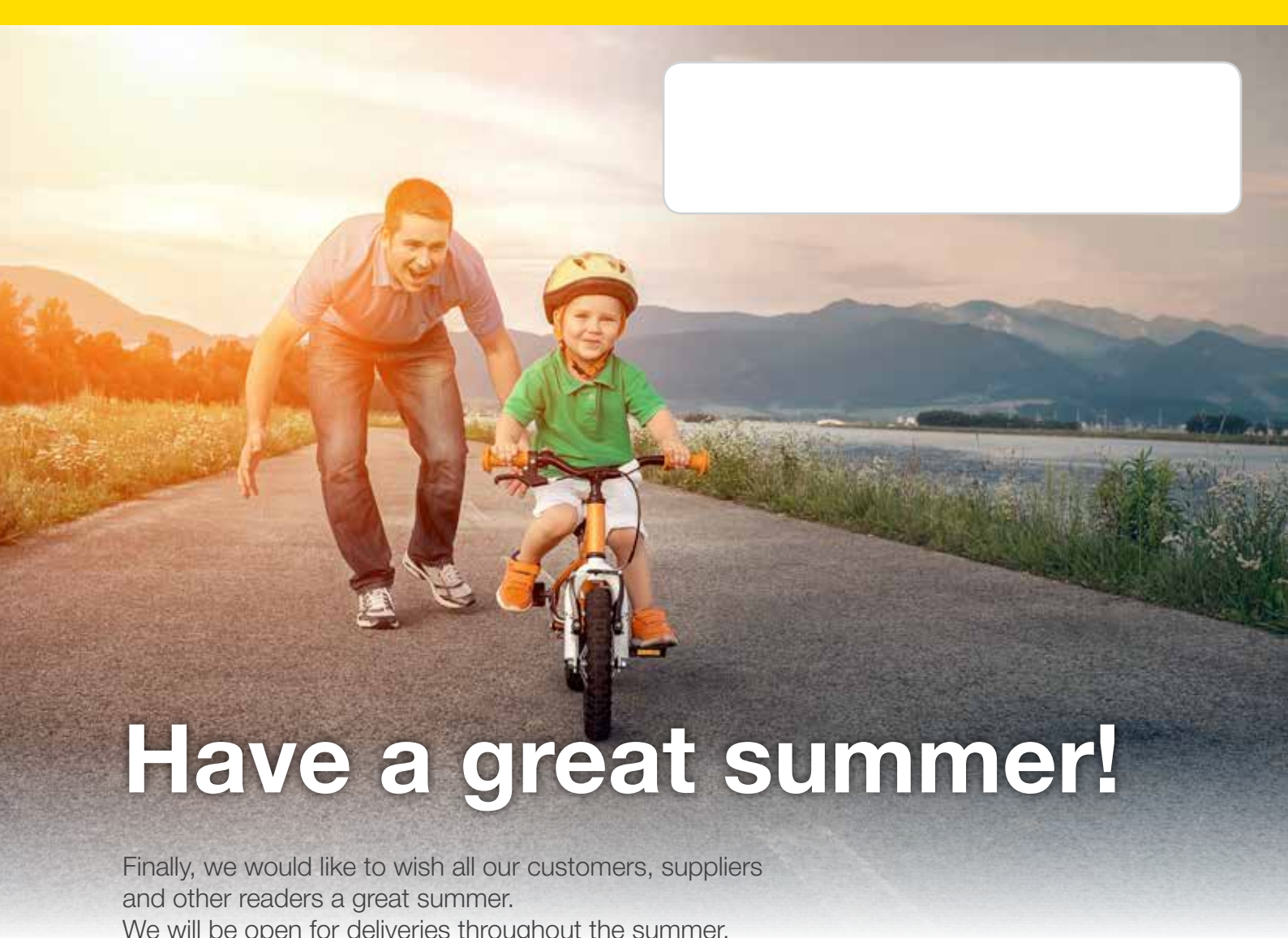
Learn more about Catia through our training courses



LinkedIn

Meet us here

We are now not only on Facebook, but also on LinkedIn. We will be putting out all the news about trade fairs, training days along with job ads for the entire Axient Group.



Have a great summer!

Finally, we would like to wish all our customers, suppliers and other readers a great summer. We will be open for deliveries throughout the summer.

We are here for you 24/7.

AXELENT AB

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