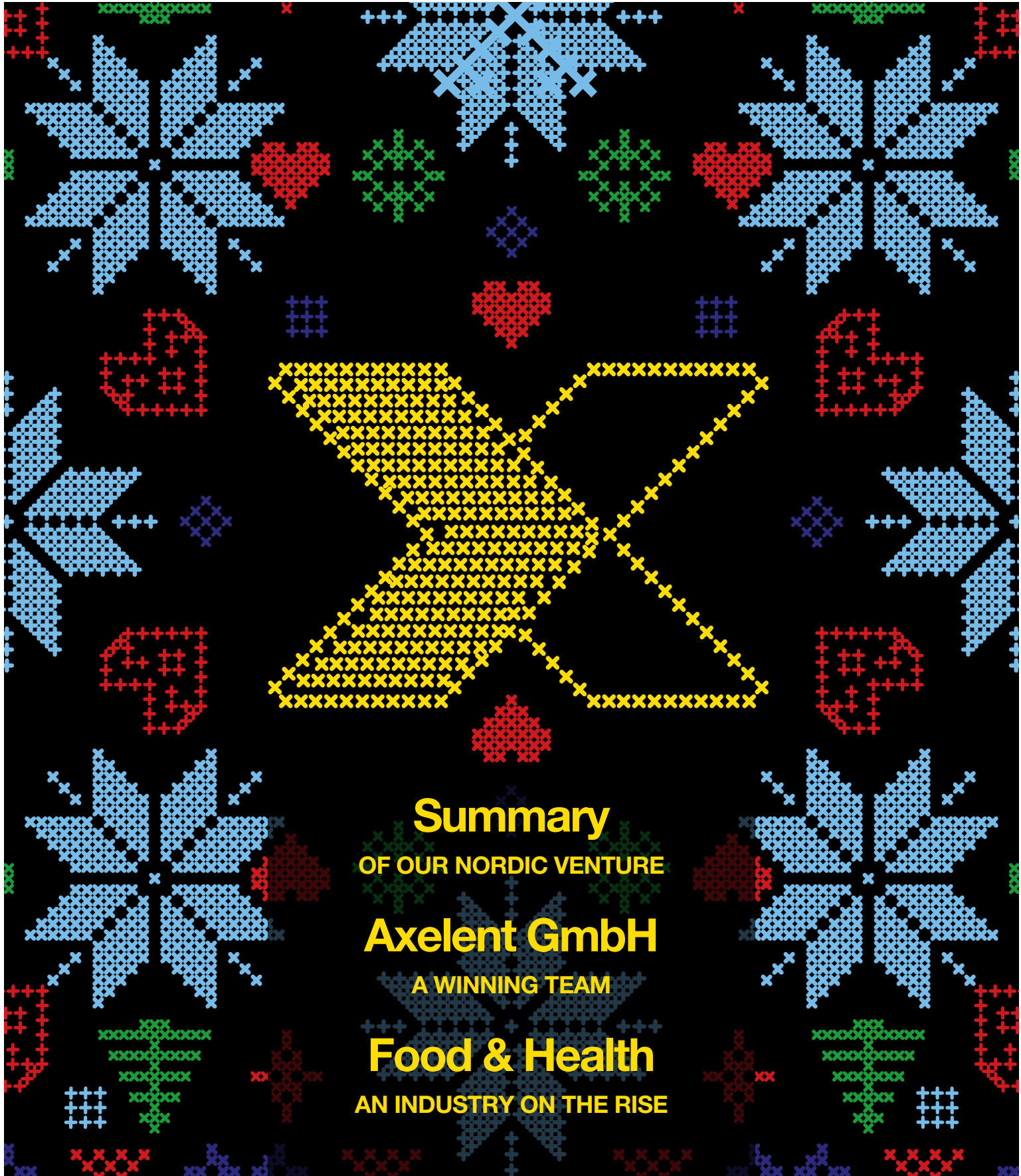


XNEWS



No. 4 · 2015 **Axelent**, Machine Safety, Warehouse Partitioning · **Axelent Wire Tray**, Cable Management System
Axelent Engineering, Automation, PLM & Design · **Axelent Software**, Software solutions



Summary
OF OUR NORDIC VENTURE
Axelent GmbH
A WINNING TEAM
Food & Health
AN INDUSTRY ON THE RISE

A personalised X in the far north



Made in Hillerstorp, born global. Our Swedish roots now stretch to 56 countries around the world, but the firmest roots are naturally buried deep in the Nordic soil. This year we have invested a little extra in the Nordic market with our X-Crew concept.

How many sales calls is it possible to make in a year? That obviously depends on the size of the sales team and layout of the district. We decided early on in 2015 to invest in a large sales call campaign.

X-Crew takes on the Nordics

Axelent's sales team reached a total of just over 800 sales calls in 2014. We targeted twice that for 2015. The sales team were given a new name, X-Crew, and their cars were given a personalised touch with their portrait together with a member of the customer service team.

1,800 calls in 2015

With the new cars came new regional zones. In addition, we employed one new rep, therewith boosting the team to six people, myself included. The campaign has been a success so far and we will most likely reach 1,800 calls before year end. Absolutely amazing!

Rapidly expanding storeroom solutions

Generally, our product sales have been very good throughout the year. This also applies to Axelent Construction who focus on storeroom walls. Read the full article on Page 3.

Finally, I would like to wish you all a Merry Christmas and a Happy and Prosperous New Year. Keep your eyes peeled for future numbers of X-News! 2016 promises to be an exciting year with lots of new ideas.

Stefan Axelsson, Export Manager, Axelent AB



Nordic record in storeroom systems

During the year Axelent construction has beaten several (internal) records in the number of deliveries of storeroom systems in the Nordics. Customers and partners have shown their appreciation by voting us Best Supplier on several occasions. What is the secret?

Jonas Gallneby, Sales Manager at Axelent Construction:

"Our success during 2015 is the result of focused teamwork based on many years of strategic planning. We're never better than our latest delivery and we always strive to listen to our customers and understand their needs."

Give your opinion about Axelent Construction and win a prize

"In order to progress, to be just that little bit better every time and to remain first choice for our customers, we need to know what our customers think about us and our products. It's together with our customers that we create the perfect storeroom system. We work closely with our

customers and always have an ongoing dialogue with them. At the moment, for instance, we have a feedback contest. The winner is the one with the best ideas to help us improve our products and partnerships."

Team Construction is a success factor

"I would like to turn the spotlight on the whole team at Axelent Construction. We may be blessed with a brilliant product concept, but it would be nothing without the hard work and dedication of the people behind it. Without their willingness to go the extra mile we wouldn't be where we are today."



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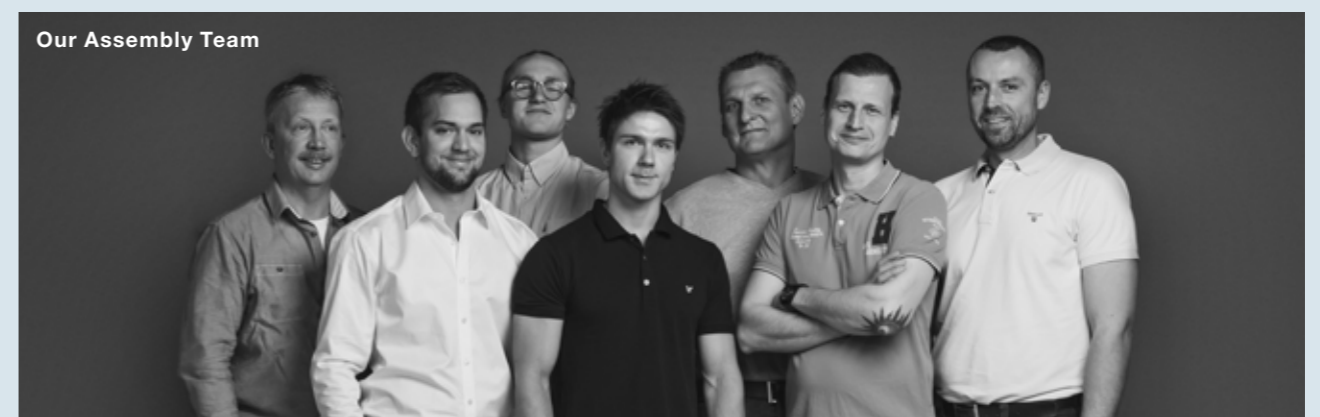


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Our Assembly Team





The bathroom in focus

It is hard to believe today, but in the 1960s a third of all Swedish homes had no bathroom. In the tiny village of Dalstorp in Västergötland province, bathroom company Svedbergs set the wheels in motion for a radical change in bathroom design when they came up with a wall cabinet with a mirror door, something nobody had thought of before. Over the years they have produced a continuous range of bathroom cabinets in both metal and wood and are now the leading supplier of bathroom products in the Nordics.

Svedbergs started out by manufacturing milk churns in their sheet metal workshop. The second generation of Svedberg saw new opportunities for their sheet metal business. Instead of milk churns they began making a new type of bathroom cabinet, an innovation that revolutionised Swedish bathroom design. Their first production line was soon up and running churning out the first bathroom furniture. Today, nigh on a century after being founded, the sheet metal workshop still has a key role to play. The ethos of craftsmanship lives on in the knowledge and skills that have been handed down through generations and adapted to modern manufacturing processes.

Per Gustafsson, Production Engineering Manager at Svedbergs:

“We have to comply with the regulations and standards laid down by the Swedish Work Environment Authority.

Having Axelent as our machine guard supplier is our guarantee of doing just that. Another big advantage in working with Axelent is the help we get with smart production space-saving solutions. Vertical doors around edge banding machines is one good example. Doors that lift upwards instead of outwards save a lot of floor space that can be put to better use as production space.

Farewell to the flat pack

“Five to six years ago we decided to scrap the flat pack unassembled product concept. Svedbergs’ products are now fully assembled and we’ve gone over from pull flows to push flows. For our employees this means a much improved work environment with less stress and fewer strain injuries. Going forward, we will continue to automate, review our production and offer training schemes to give the whole company a skills and knowledge boost.”



Vertical doors, specially designed to save floor space. As well as around the edge banding machine pictured here, our X-Guard® machine guard is also installed around the rolling machine and robot cell at Svedbergs.





The Sales Team, from left to right: Drew Hoxey, Ty Harwood, Les Wall **1**

Customised solutions with extra high panels to reach the desired height of 5.25 metres. From the first order to the final installation, the project took 12 months to complete. **2**

800 poles and panels (X-Guard) were used together with a variety of door solutions to deliver a customised solution. A project that took three months from the initial order to completion. **3**

Axelent Automation & Safety – Australia

The Australian company, Axelent Automation & Safety, which is wholly owned by Axelent AB, has just celebrated five years on the market. We asked Managing Director Ty Harwood to tell us more.

Which products do you sell?

“We sell X-Tray and X-Guard from the Axelent range. In 2014, Axelent products accounted for 56% of our total sales. This year the figure is up to 65% (November). We also sell a range of complementary products for automation and industrial control, along with cable products. This enables us to offer our customers turnkey solutions.”

How many employees does the company have?

“We are six people at the head office in Adelaide. To assist us we have six distributors based in every state in Australia and one in New Zealand.”

Which industries do you target the most?

“We sell Axelent products to a large number of industries ranging from manufacturing / production (including the use of robot technology), logistics, electrical power, food and processing plants to automated storage. This year we’ve formed a strategy to reach out to a number of new sectors and their customers, e.g. the mining industry and the armed forces.”

What are Axelent’s strong points?

“I think more ‘product’ than ‘company’ when replying to customers: quality product, cost-effective, easy to install and easy to adapt.”

What are the advantages of being part of Axelent Group?

“Having the backing of a leading global manufacturer is a huge selling point. It’s widely known in Australia that European safety standards are more stringent than ours, and as we’re dealing in safety, that is an advantage.

Axelent’s research, development and focus on innovation creates cutting edge products. This gives us both self-assurance and an advantage on the market.

After five years on a volatile and competitive market on which many companies simply don’t survive, being backed by a world-leader has strengthened our position as a supplier.”

How do you and your customers feel about Axelent being a Swedish company with its own production plant?

“When everything from R&D to logistics come under one roof it makes inquiries from our side that much easier. Team Black at the head office is always there for us, for which we’re extremely grateful.”

How does the future look?

“Manufacturing in Australian has been getting a lot of negative press coverage of late. But we see a bright future. Australian safety standards are being adapted to the European norms. This benefits our quality and safe products when compared with DIY or cheap non-certified solutions. Our customers demand products that are smarter, something that Axelent never fails to deliver.”



1



2



3



A winning team

Axelent GmbH is investing in the future

The German market is growing at a rapid pace. Six new people have been employed since April. In October a 2-day teambuilding session was held with the aim of boosting team spirit.

Harald Steidle, Managing Director, Axelent GmbH:

“To meet increased demand, since April we’ve employed six new people and now have 16 dedicated workers at the company. To make us all feel part of a winning team and to get us all pulling in the same direction, we organised a team event in Aalen on 16 to 17 October.”

A world champion in the kitchen

“Axelent GmbH is a proud sponsor of Johannes Rydzek, double world champion in Nordic Combination during the World Championships in Falun 2015. Johannes took part in our team exercises and provided inspiration on things like motivation, competition and the ability to start again after a defeat. He also took part in our cooking activity, brightening up the evening for us all.”

1-year anniversary for Axelent Profiservices

“During autumn 2014 we created a new department at Axelent GmbH together with Matthias Schulz (picture). The department was given the name Axelent Profiservices and focuses on machine safety. We’ve worked closely with Matthias on machine safety issues since 2008, so are very happy to have him inhouse.



In addition, we’ve stepped up a gear with a further machine safety consultant, Benedikt Günzler. Axelent Profiservices holds seminars, training opportunities and lectures in machine safety on a wide range of forums, from schools to universities and expos.



The Axelent GmbH management team and the new employees paid a visit to Axelent in Hillerstorp. They were accompanied by two new employees from Axelent Ltd.

From left to right:

- Harald Steidle (MD Axelent GmbH),
- Christian Hoek (Customer Service, Axelent GmbH),
- Markus Etzel (Marketing, Axelent GmbH),
- Jane Scarlett (Sales Manager, Southwest, Axelent Ltd),
- Michael Friedrich (Seller, Axelent GmbH),
- Jonas Predatsch (Customer Service, Axelent GmbH),
- Kai Schaupp (Customer Service, Axelent GmbH),
- Benedikt Günzler (Machine Safety Consultant, Axelent GmbH),
- Victor Herman (Sales Manager Southwest, Axelent Ltd)

- 1** Johannes Rydzek sponsored by Axelent GmbH since 2015. At the World Championships in Falun, Sweden, Rydzek won two gold medals in Nordic Combination. Our sponsorship continues throughout 2016.
- 2** To the team event with Axelent GmbH, Rydzek had with him a highly rated present, namely the skis he won the World Cup with in 2015.
- 3** One of the pictures from the photo session with Rydzek marketing Axelent’s products.

Axelent induction course

For some years now Axelent Hillerstorp has held induction courses for new employees. They are also open to subsidiaries and agents.

The course contains a 2-day product training session, a tour of the plant and warehouse, and a visit to customer service.

Get in touch with Cecilia Davidsson for more details. There will be held two courses a year.

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X-Guard® around an automatic pallet stacker. **1**

X-Guard® around robot cells. **2**

X-Guard® together with robot cells and an automatic pallet stacker in the background. **3**



– The world’s best distribution centre!

These are the self-assured words of Anders Eriksson, Logistics Manager at the Varner Group, the man behind the new distribution centre in Vänersborg. The order arrived on Axelent’s desk by way of our partner, Swisslog.



Sebastian Jiteg
Project Manager

The building offers a total of 53,000 square metres, 9,000 of which is made up of a 30-metre high bay storage with the remainder made up by a 15-meter low bay storage. The facility will be almost fully automated and will enable the company to centralise its storage management, which is presently spread all over the Nordics.

Sebastian Jiteg, Project Manager at Axelent AB:

“The Varner Group’s logistics building with planned start in April 2016, is one of the largest X-Guard projects we’ve ever had in Sweden. In round figures, we supplied 1,000 metres of mesh partition and 60 doors. Assembly took around seven weeks, with a holiday break in July.”

X-Guard keeps track of safety

In the building, automated stacker cranes, conveyors for pallet and light goods and a logistics solution for hanging garments work side by side with people. With the help of Swisslog, Axelent supplied a comprehensive machine guard solution to improve machine safety.

Peter Bülow, Project Designer at Swisslog:

“My colleague Bo Nilsson was Project Coordinator during the construction of the Varner Group’s facility and I was Project Designer. We’ve worked together with Axelent on several projects in the past and for me it offers a very smooth process as I’m able to use their 3D software to come up with a design for which Sebastian Jiteg will later offer a quote. Thereafter follows a fine-tuning of the proposal to provide a scheme more in line with the project. A number of adjustments are necessary during any project because of the onsite physical obstacles that weren’t noticeable at the beginning.”



The Varner Group

Varner Gruppen AS is one of Northern Europe’s largest fashion groups with a workforce of 9,900 and 1,400 stores in eight countries. Annual sales total around €1,300 million.

The Group is made up of the following 12 chains: Dressmann, DressmannXL, Cubus, Bik Bok, Carlings, Urban, Volt, Vivikes, WOW, Wearhouse, SOLO, and Varner Brand Stores.

» varner.no

Swisslog

Swisslog designs, develops and supplies automation solutions to hospitals and storage and distribution centres.

The company, with its head office in Switzerland, has a global workforce of around 2,500 and helps customers in more than 50 countries.

Swisslog is a part of the KUKA Group, a leading global supplier of smart automation solutions.

» swisslog.com/wds_sverige

» kuka.com



Axelent Software develops and markets user licences to their inhouse software SnapperWorks, SafetyWorks and X-Tray Calculation Tool. The programmes are based on distributed platforms and standards that ensure a long life, continuous development and easy connectivity to other systems. Axelent Software products are built around simplicity and user-friendliness. Initially developed for Axelent’s products, they are now customised for use in a variety of sectors that use standardised products.

Axelent Wire Tray



Increased focus on health helps the food industry to flourish

People all over the world are showing a greater interest in their health. Hand in hand with this health trend is a growing interest in food. Cooking programmes, blogs, prepacked grocery bags; we are fed recipes and trends by every conceivable medium.

The global megatrend surrounding food and health is boosting areas like cleanrooms and the food industry. To meet the high demands, together with the industry, Axelent Wire Tray has developed an efficient cable routing system. The products also allow for the fitting of hoses and pipes.

X-Tray cable trays are perfect for use in cleanrooms. The trays have very few surfaces where dust could settle and no cavities where bacteria could thrive. The trays are easy to clean using water or a vacuum cleaner. The support brackets and accessories are designed in

the same way with few surfaces where grime and dust could settle.

X-Tray stocks a wide range of supports and accessories specially designed for food / cleanrooms, including a large number of items that can be welded on site if so demanded.

To meet the requirement for speedy deliveries, we always have X-Tray stainless 304L and acid-resistant 316L in stock.

» [Find out more about X-Tray at axelentwt.com](http://axelentwt.com)



- X-Tray is designed and manufactured to be a premium brand within cable routing systems.
- X-Tray complies with the most stringent demands for cable routing systems in accordance with IEC 61537.



The Swedish food industry in figures [source: livsmedelsforetagen.se / dhandel.se]

- The food industry is Sweden's fourth largest manufacturing industry
- The food industry showed a turnover of SEK 275 billion in 2014
- Online food sales rose by 41% in 2014 to SEK 3 billion and are forecast to reach 4 billion during 2015
- Food companies in Sweden employ around 45,000 people
- Eight out of nine food companies plan to broaden their organic range



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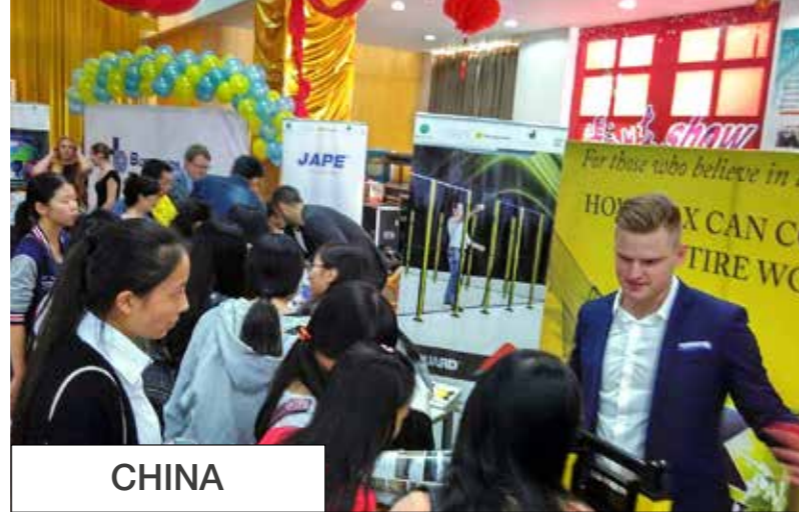
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BELGIUM

Axelent Belgium is now wholly owned by Axelent

In 2001 Axelent Belgium became a partly owned subsidiary of Axelent AB. It has been wholly owned by Axelent since September 2015. Together with Axelent Netherlands (subsidiary of Axelent Belgium) it serves the entire Benelux region.



CHINA

Axelent at a university expo in Jinhua, China

Three of the Swedish Export Academy students have Axelent as a special project. On 23 October they set up stall at a university expo in Jinhua, China.

Johan Westfelt, Mikael Ingsäter and Emil Malmsten, students at the Swedish Export Academy:

“Many inquisitive students visited our Axelent stand, which really stood out from the rest with its yellow colours.

Although our target audience was unfortunately conspicuous by its absence, we nevertheless had many interesting discussions with young Chinese people with experience of workplace safety in China. We collected around 50 questionnaires with questions on workplace safety and attitude changes in China. Our sample kit proved very popular and attracted a lot of interest and questions.”



Sven's tips!

Reversible storeroom doors

As Axelent's storeroom solutions have beaten the Nordic sales record during 2015, I would like to say a few words about our reversible storeroom door.

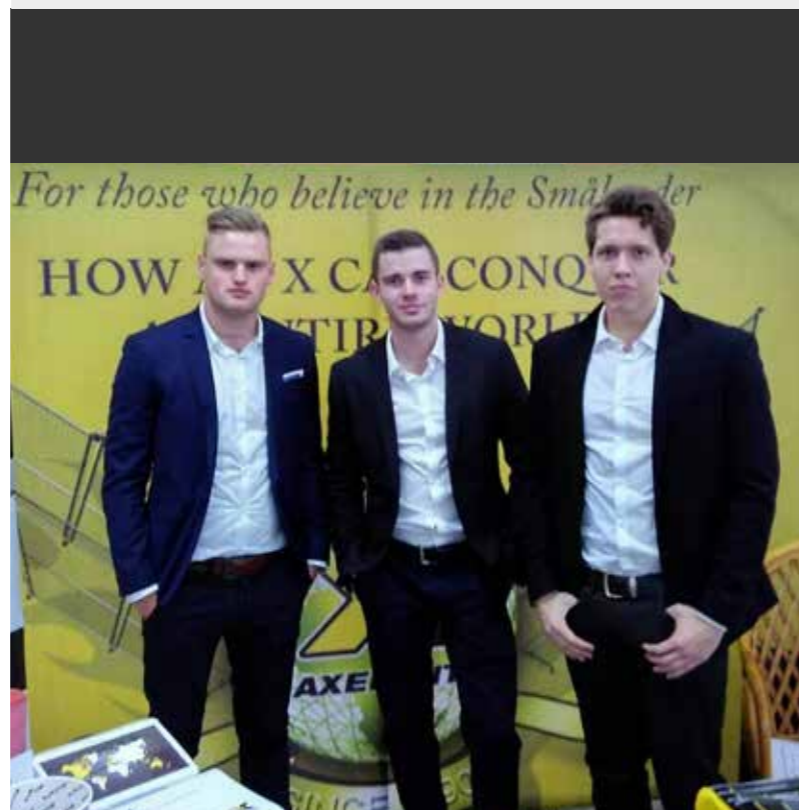
- Both right and left hung
- Adapted to suit modular locks like padlocks, covered padlocks and cylinder locks
- Easy to fit
- All-welded hinge with a tempered cotter pin
- Cushion door stop for less noise from the storeroom frame
- No threshold, making it disabled-friendly



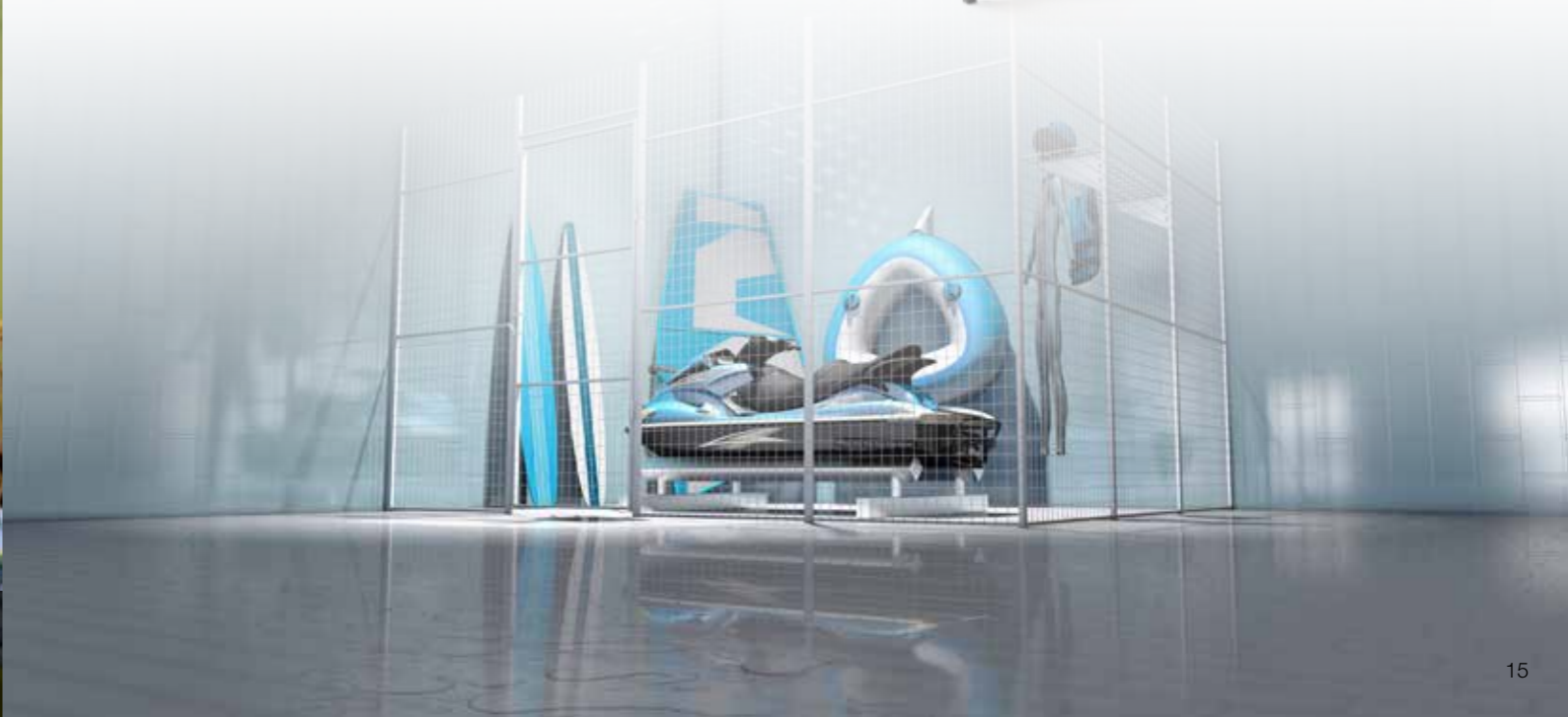
SWEDEN

Visit from DIRA, a Danish robot network

DIRA stands for Danish Industrial Robot Association. DIRA is a network for Danish companies and knowledge institutions with an interest in robot technology and automation. The network visited Axelent and other companies in the region on 10 November.



From left to right: Johan Westfelt, Emil Malmsten and Mikael Ingsäter.



B

SVERIGE
PORTO BETALT
PORT PAYÉ



Happy Holidays to all of you!

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