

# XNEWS

A magazine from the Axelent Group

No 3 2018

## SAFE-X

New to the Axelent family

» *Being part of a larger company provides greater opportunities.*

*Lisa Brandelius, Sales Manager*

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### AUTOMATICA 2018

Munich is the place to be!

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### AXELENT AUSTRALIA

Moves into larger premises

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## The Axelent family is growing

Safe-X, a successful company specialising in bicycle racks and mesh shelving, is the latest addition to the Axelent Group. Axelent owners were among the six founders. Safe-X has been a wholly-owned subsidiary of Axelent since June 1.



The takeover went smoothly, and the news has been well received within the organisation. In the previous edition of X-News we reported that Axelent had won exclusive retailing rights for the McCue industrial safety products. They will be sold by Safe-X, who are now entering the global market. We also welcome our new colleagues from Safe-X. Page 14 has an interview with Sales Manager Lisa Brandelius, where she talks about the company and how her colleague Azra Kovac sees the future for Safe-X.

### Increased focus on safety and automation

We are delighted to announce that the good times continue for Axelent. Safety and automation are becoming increasingly important to our customers. Automation is an absolute must for companies looking to progress, and workplace safety is a necessity for the success of automation. With X-Guard being in a class of its own among machine guards, this is good news for Axelent.

I took time out to visit the Automatica 2018 International Trade Fair in Munich. The fair gets bigger every year and we clearly made a big impression. Go to Page 5 to drop in on Axelent's stand.

Automation is not only trending in Europe but also in North America, Asia and Australia. Axelent Australia has moved into new premises. You can read more about this on Page 8.

From Asia you can read about how Axelent Thailand received a repeat order of X-Guard from a very satisfied customer. This is an interesting region for the future.

**Mats Hilding**, MD, Axelent AB

# AXEEL

## He is back!

We have just released a new film starring Axel, our animated safety agent. This time he drops in on the car industry, which is crying out for some safety equipment. This requires some innovative thinking and a wide selection of Axelent products.



See the video at our  
YouTube channel:  
**Axelent Group**





*Daniel's tips!*

## Smart solution for pendants saves time and money

The keyhole-shaped centre hole on the X-Tray pendant makes it easy to first mount the bolt then just push the pendant on and tighten it in place. This saves time and material costs compared to systems with a traditional two-bolt fixing.



Nordic Combined star Johannes Rydzek.



The Axelent booth at Automatica.



X-Guard at the Axelent booth.

# Automatica 2018

## – Munich is the place to be!

Automatica in Munich is the leading trade fair for smart automation and robotics. It features the world's largest range of robotics, assembly systems, machine vision systems and components.

This year Automatica had an impressive 46.000 visitors and 890 exhibitors from June 19th to June 22nd. The trade fair launched in 2004, and Axelent GmbH has been an exhibitor since the beginning. This year Axelent showed off the product range in the 80 m<sup>2</sup> booth. Automatica is the most important exhibition for Axelent GmbH and many other companies alike. It really is the place to be!

A highlight in the Axelent booth was a visit from the Nordic Combined star Johannes Rydzek. The two-time Olympic champion is a great ambassador for the Axelent brand, and was popular amongst the visitors at the trade fair.

### FACTS | AUTOMATICA

- Inaugural year**  
2004
- Location**  
Messe München, Germany
- Visitors (2018)**  
46.000
- Web**  
[www.automatica-munich.com](http://www.automatica-munich.com)



## World class competitions in Oberstdorf

Axelent sponsored the Nordic Combined Summer Grand Prix in Oberstdorf at the end of August. A strong field of athletes including all World and Olympic Champions took part in the world class event.

The winners were Vinzenz Geiger from Germany and Akito Watabe from Japan. All athletes on the podium received a nice gift from Axelent and an Axel during the ceremony.

Axelent organized a "Meet and Greet" with the local hero of Oberstdorf, the Olympic Champion and Axelent ambassador, Johannes Rydzek. The day offered a unique opportunity and was very well received by Axelent's contacts and customers.



## Axelent Spain at the 30 BIEMH fair

Axelent Spain, S.A.U. exhibited at the 30 BIEMH fair from May 28 to June 1. A wide range of products were on display. X-Guard, X-Tray, SafeStore, X-Store as well as the new post prepared for push buttons were all part of the Axelent booth.

BIEMH celebrated its 30th edition. The fair helps the industry to be at the forefront of Industry 4.0. Important sectors are innovation, internationalization, system integration and productive intelligence.



## Summer barbeque at the office

The team at Axelent Spain held a barbeque at the office in Barcelona to celebrate the summer and the well-deserved upcoming holiday period.

The company was closed for a week in August. During the rest of the summer, the office was manned and available for all inquiries from customers.





## Axelent Australia is expanding to cope with the ever growing business

Axelent Australia has now moved in to a larger premises in order to provide a better customer service and stock a larger range of the Axelent products.

The new premises are located in Melrose Park, Adelaide, we now have 1400sqm of Offices and Meeting rooms as well as Ware house Space.

Giving us the ability to hold larger stocks, as well as a more extensive range of the Axelent Products. This is a huge leap forward for Axelent Australia as delivery from Sweden can take up to 12 weeks due to the distance.



### Colleague Outing

## Go Ape treetop walk in the Forest of Dean

As part of a summer activity day Axelent Ltd enjoyed a great team activity treetop walking in the Forest of Dean. The course had many challenges and obstacles along the way with the tallest platform being over 15 metres high. The team pulled through successfully though and went on to a team meal to celebrate afterwards.



## PPMA Show 2018

25-27th September 2018 | NEC Birmingham

Axelent returns to the PPMA show in September to showcase X-Guard and introduce Axel for the first time. Visitors in our stand will get the chance to win their own Axel toy.

## Robotics and Automation 2018

10-11th October 2018 | Arena MK Milton Keynes

Now in its second year of running, Robotics and Automation has doubled in size and is on track to be a great reoccurring event in the UK exhibition calendar. Axelent Ltd will be available both days on stand 108 to discuss your machine guarding and safety accessories needs.



# X-Guard – popular mesh panels in Thailand

Thailand is a rapidly growing market. Axelent SSEA Co., Ltd was founded in 2016 and is ready to meet the increased demand. At present they sell mainly X-Guard and X-Tray. Managing Director Andy Kitthanasup tells us about a project where he received a repeat order for X-Guard from a very satisfied customer.

Thai Hansa Welding Electrodes Co., Ltd. is located in Bangpoomai, Samutprakarn province, adjacent to Bangkok City. The company manufactures high quality welding electrodes in several materials for a range of applications.

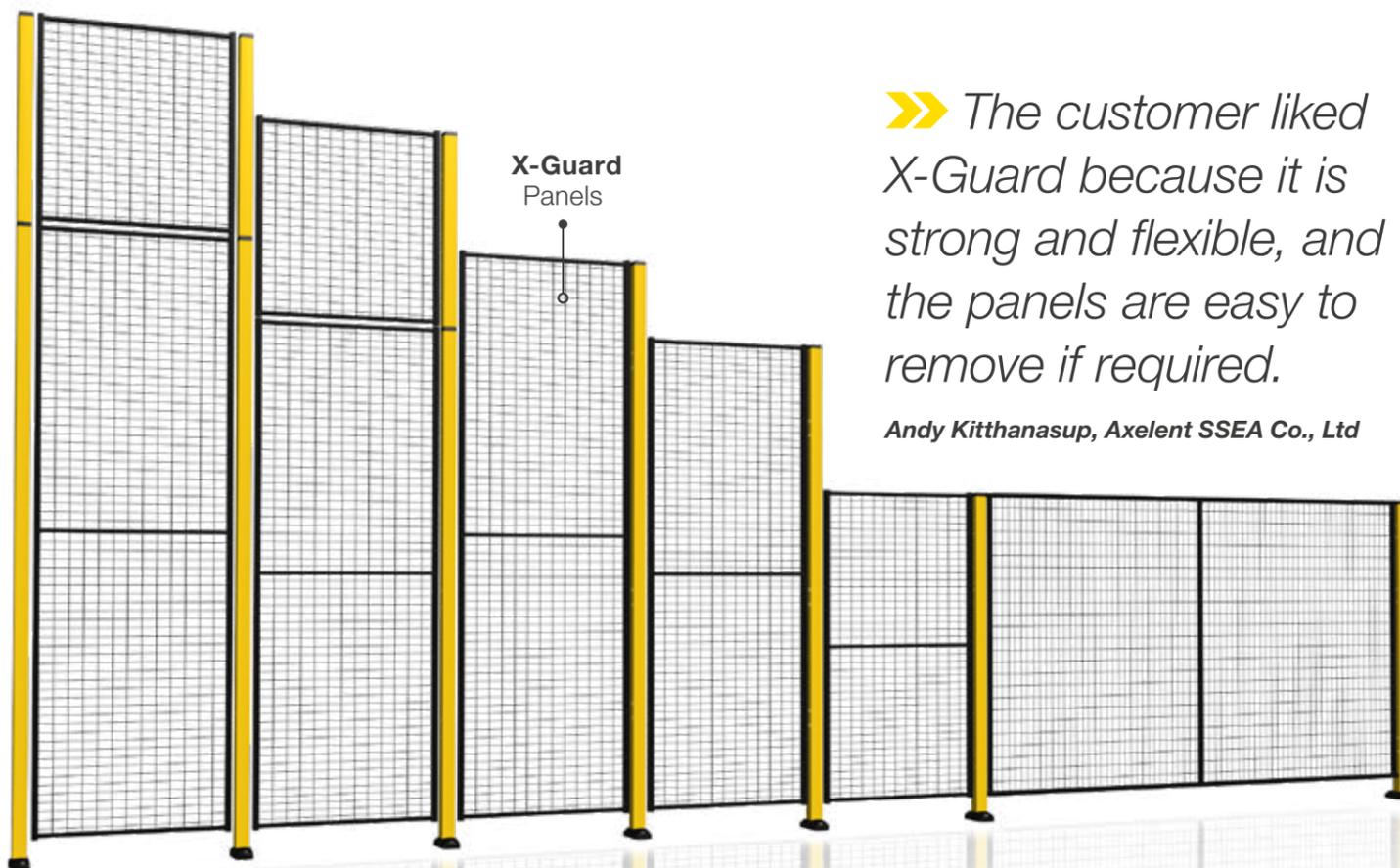
The company is growing and recently expanded its warehouse in which they store the electrodes and several other products. During the first phase of the expansion they needed to section off a smallish room, which is where Axelent SSEA Co., Ltd came in. X-Guard was bought and installed by Axelent.

When it was time for a more extensive solution, Axelent received the same order again, only larger. The company had several options to choose from when purchasing the 26-metre long mesh panel with two sliding doors.

“I visited the customer to see the premises and to get an idea of what was required. This gave me enough info to be able to sketch a solution in our smart software, SnapperWorks. I’m pleased to say that they chose us. The customer liked X-Guard because it is strong and flexible, and the panels are easy to remove if required. It also has a neat design. We installed it all and the customer was delighted with the end result,” enthuses Andy Kitthanasup.



Andy Kitthanasup in front of the newly installed X-Guard walls.



» The customer liked X-Guard because it is strong and flexible, and the panels are easy to remove if required.

**Andy Kitthanasup, Axelent SSEA Co., Ltd**



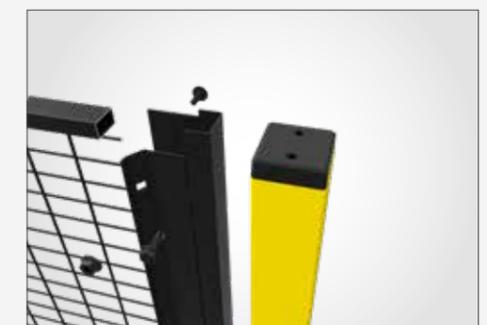
## Sven's tips!

### New cutting pack simplifies the fitting of X-Guard

Not so long ago we launched an adjustable infill to minimise the vertical cutting of panels. We have now taken it a step further with a simple cuttable profile for when the need arises.

Both solutions simplify and shorten the fitting time and give a neat finish. The profile is being phased in this autumn and will be available for all panel heights of X-Guard Classic: 2200, 1900, 1300 and 750mm.

Contact us for more info.



# Machine guarding and goaltending

Axelent has sponsored the HV71 ice hockey club for the past six seasons. The 2018/19 season will see more money going to HV71 Women. The money that has previously gone to the Champions Hockey League (CHL) has been redistributed to the women's team. This year, extra focus is also going on the goaltenders.

Although it has been many years since the Swedish national team challenged for honours in the major tournaments, the club hockey takes a step forward every season. The Swedish Women's Hockey League (SDHL) is getting more and more media coverage. This season, 12 games will be broadcast live on C More TV.

Women's hockey is still lagging behind men's hockey in terms of financial clout, but there is good reason to feel optimistic for the future. Luleå Hockey intends to pull out all the stops in its support of women's hockey. Its long-term goal is a team of full-time professionals, the first step being to improve daytime training possibilities and provide compensation for lost income. To achieve this, the club will invest more money in their women's team and get additional help from their sponsors.

Axelent aims to become a frontrunner in the development of women's ice hockey in general, and HV71 Women in particular.

"We are proud of our sponsorship of HV71 Women. They work under completely different conditions to men's hockey and it feels good to be able to give them some extra support," says Stefan Axelsson, Export Manager at Axelent.

## HV71 and Axelent, a winning team

Goalie Sabina Eriksson is very positive towards Axelent's sponsorship of her and her goalie colleague Wilma Nilsson. Unfortunately, Sabina suffered a nasty knee injury during pre-season when she tore her anterior cruciate ligament. The squad will now have to do without a key player as she

enters a long period of rehab. Despite this setback, Eriksson is very positive about the team's chances in the SDHL.

"A new season and a fresh chance to challenge for the title. There have been a lot of changes in the SDHL teams in the run up to the 2018/19 season. I'm pleased that we've managed to retain our core roster and add a few new faces, who look top drawer. I really think we're going places and I can't wait to get the season underway. This season, Axelent has given the women's team fantastic support. This includes all the equipment for myself and Wilma, which will really help us to perform and progress during the season. I'm really grateful for this support. It shows that women's hockey is heading in the right direction when companies like Axelent believe in us and are with us all the way."

## An investment in the whole club

HV71's General Manager Peter Ekelund shares Sabina Eriksson's positive view of the partnership with Axelent.

"We're delighted that Axelent wants to support the whole club. We have partnerships at all levels, Women, Men, Juniors and Youth. This year Axelent has directed their sponsorship towards the women to give them a better opportunity to really go for it and take the next step in their development."

Two years ago, HV71 Women came as close as it gets to winning the Swedish title but were pipped at the post by Djurgården in the playoff final. Can they go all the way this time? One thing they can be sure of is that Axelent will be cheering them on.

## FACTS | DAVEART

The goalie equipment sponsored by Axelent includes a professionally painted goalie mask.

Sabina's mask here on the right was designed by David Gunnarsson. David has built up an impressive portfolio at his company, DaveArt, in the small town of Sävsjö in Småland province.

David and his airbrush have designed masks for many of the best goaltenders in the world.

Read more at [www.daveart.com](http://www.daveart.com)



Wilma Nilsson and Sabina Eriksson

» This season, Axelent has given the women's team fantastic support.

**Sabina Eriksson, HV71 Dam**



# Safe and smart solutions from Safe-X are now a part of Axelent

Safe-X has been a wholly-owned subsidiary of Axelent since June 1. Safe-X has always had a close association with Axelent and the merger makes it easier for both companies to offer turnkey solutions. Sales Manager Lisa Brandelius talks about the new ownership and the future of X-Safe.

### What is the product range?

Safe-X offers a wide selection of quality products covering several areas. We sell products for outdoor use, such as our very popular cycle rack. Mostly the traditional rack, but also in innovative designs unique to Safe-X. Our BikeUp is a 2-storey rack, a clever design that offers double capacity. Other outdoor products include litter bins and speed ramps. Our safety products cover a wide range of uses within industry, warehousing and construction, and include collision bars, impact guards, floor markings, observation mirrors and chain barrier posts.

### How many employees do you have at Safe-X?

Two at the moment.

### Which industries do you target?

Industry, warehousing and construction.

### What are your strongest sides?

Speed and service. The customer is always in focus. They receive a prompt and professional response, and short delivery times. Our products are high quality and reasonably priced. We will always broaden our range to suit customer demand and by manufacturing our own bike racks we are able to offer customised solutions.

### What advantages do you see in being a part of Axelent?

Being part of a larger company provides greater opportunities. New colleagues entering the fold bring

with them new ideas that enhance our skills. Historically, Axelent and Safe-X have always had a close association, especially with Axelent Construction. Being a part of Axelent now enables us to be a comprehensive supplier to our customers. We often visit the same customers and can now help each other with sales and customer support.

### What does the future hold?

We aim to expand, and cycle parking is an area that is calling out for expansion. So far, our focus has exclusively been in the Nordic region, but we now aim to expand onto the global market.

### FACTS | SAFE-X

According to Safe-X, safety does not need to be complex or difficult. It is about choosing the right product for the job at hand.

Safe-X has a range of safety products for industry, warehousing and construction.

**Founded**  
2014

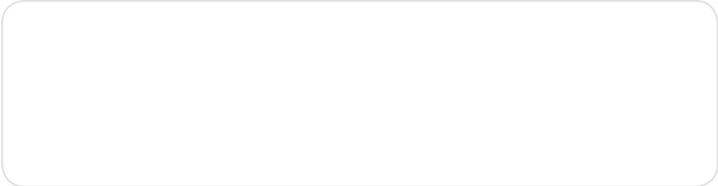
**Bestseller**  
Bike racks

**Web**  
[www.safexonline.com](http://www.safexonline.com)



Azra Kovac and Lisa Brandelius at their new office in Hillerstorp.





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