

# ALL INCLUSIVE

We are offering an even broader total approach to safety solutions. You save time and money with guaranteed safety in return.

Development benefits our customers · Bem-vindo Brazil!

*Axelent Born Global*

# We should be able to guarantee our customers **continuous development!**



## **He who dares, wins. People who develop broaden their outlook.**

This is the Axelent approach. We cannot rest on our laurels thinking we can just keep churning out the same things over again. We must keep developing. Make our products even better, broaden our knowledge and find new opportunities based on our core product and that which we are best at. But above all, make safety better, simpler, and more fun for our customers to work with.

### **Increased trust is confirmation**

One thing that spurs us on to keep developing – apart from wanting to grow – are our customers. It is when we have established a relationship and start delivering in true Axelent fashion that more is asked of us. This confirms that we are not only supplying products but also satisfying customer needs.

### **Thinking outside the box**

With our years of experience we have amassed safety know-how that stretches far beyond the confines of our mesh walls. We have seen the positives of thinking outside the box in acquiring new knowledge that not only complements us but makes us unique.

### **One group but a myriad of possibilities**

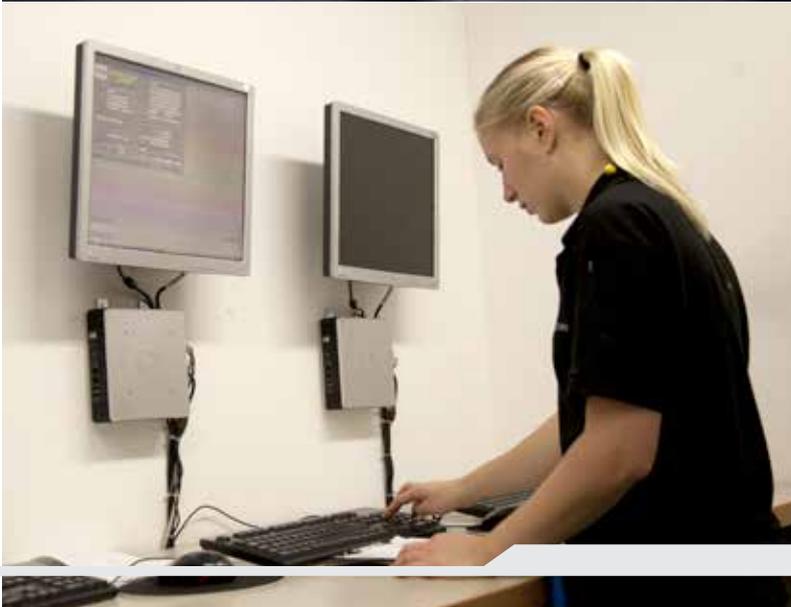
With this approach we have built up the Axelent Group to what it is today, a company that offers products and expertise within software, product and production design, automation, machinery, PLM and cable routing systems. The unique thing about us is that this constellation of companies not only offers safety, but also EFFICIENCY with regard to production, storage and construction. How do you make a plant not only safe but efficient, production-friendly and user friendly as well?

### **From product to turnkey solution**

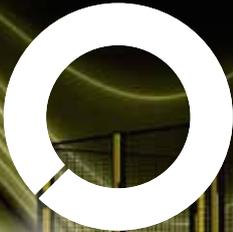
This approach enables Axelent to offer its customers a turnkey solution within safety and efficiency, a complete and optimal solution that saves them time and money. Within the Group we hold a continuous dialogue about how we can regenerate and improve. This guarantees you, the customer, good products and speedy delivery, safe in the knowledge that we are constantly developing.



**Within the Group we hold a continuous dialogue about how we can regenerate and improve.**



# A turnkey solution is a **win-win solution**



## **One supplier who takes responsibility for all your safety needs**

You avoid having to use different suppliers who blame each other when things go wrong.

**+ You save time**



## **We know your company inside-out.**

We form a closer relationship, thus allowing our extensive knowledge to come to the forefront in developing and improving your production and storage.

**+ You will sharpen your competitive edge and be kept up-to-date on all the latest safety news**



3

## One supplier who knows your plant

We keep an eye on your plant and if something goes wrong you have a supplier who stands by their guarantees.

**+ You can rest assured**



4

## You get access to all the latest safety news. Products, ideas and new regulations.

Our broad knowledge together with our endeavour to stay at the forefront of machine safety puts you just a phone call away from the very latest news.

**+ We are always at hand to answer your questions**



5

## We eat and sleep safety and efficiency

Our Group expertise within machine manufacture, automation, product development, etc., enables us to combine efficiency with safety when offering you a solution.

**+ You get an optimal solution that saves you time and money without cutting corners**





# Bem-vindo Brazil!\*

\*Welcome Brazil

Just over a year ago we began to look towards South America as the next continent in our quest to be world's best in the area of machine safety. Together with the Swedish Trade Council we visited São Paulo and Porto Alegre in Brazil to find suitable agents.

We found several but chose SRP do Brasil Automação Industrial, an industrial automation company.

## **Stefan Axelsson, Export Manager, Axelent AB:**

"Brazil is an interesting market for us because it has a huge industrial sector but very poor machine safety. In 2010 a new law was passed (NR12) that is actually a carbon copy of the directives we have in Europe. It has put whole new demands on safety, something they will have to work with in the next few years."

## **High import duties demand added value**

"The only disadvantage we see as an export company is that Brazil has import duties of 70 per cent. This makes our added value even more important. The customer should

look upon Axelent as safety assurance and not just a machine guard supplier. We then avoid being compared to domestic manufacturers, usually a local welder."

*SRP do Brasil Automação Industrial works with the automation of Brazilian industry. The customer base includes several global companies like St Gobain, Hydro Aluminium and KraftFoods.*

*Back row, left to right: Jorge, Angelo, Angelita. Front row, left to right: Girair, Paulo, Duda, Yasmin.*



# Cassia Cunha

## Customer Support Team Black



Cassia Cunha began at Axelent in June 2012 upon completing her education (International Management) at Jönköping University. Cassia was born and raised in Brazil so she speaks fluent Portuguese. Her background and her desire to work for an international company matches Axelent's needs perfectly as we enter the South American market.

„As well as the language there a number of cultural differences between Brazil and Sweden. My background has come in useful in forming a business relationship with SRP as a new agent and when visiting their old and new customers.“

### In the field

„Before Christmas I was in Brazil with Marcel, our managing director at the English office, and met SRP and our end customers. Things went very smoothly and they really like Axelent's products and approach.“

### Two containers delivered

„We've already had contact with a couple of large companies that are interested in Axelent's products. The first container was shipped late December and delivered to Hydro Aluminium and St Gobain. The second container shipped out in February. It feels like this is just the beginning of a good partnership.“

### The challenge of building up a new market

„I'm really enjoying the challenge of building up a new market. The new law has created a huge market for machine guards, bolstered by the authorities being extra stringent at the moment. Our freight times and high import duties may be against us, but our quality and expertise outweigh the alternatives.“

### Loves Sweden and being a part of Team Black

„I'm very happy to be at Axelent and in Sweden. I'm a member of Team Black and have a lot of contact with

not only South America but the company's various export markets as well.

Of course there are huge differences between Värnamo with its 30,000 inhabitants and the city where I grew up, São Paulo, with its population of 20 million, but there are good and bad things wherever you live.“



### AXELENT WIRE TRAY

## Bien Venido Chile!



While on the subject of South America it gives us great pleasure to announce that we now have tied two new distributors for Axelent Wire Tray in Chile. A very exciting and expansive market on which to introduce our cable routing system.

There will be more about this in the next number of X-News.

In 2010 Axelent GmbH received the Swedish Chamber of Commerce Export Award for their export trade in Germany.



Launch of X-Guard® at the renowned trade fair, Automatica, in Munich 2008.



## 20th anniversary of Axelent GmbH

Twenty years ago in 1993 Axelent established on the German market, one of the first subsidiaries outside of Sweden. It began with a small office in Bochum, but thanks to a very successful and efficient sales organisation the company has become a leader in machine safety. In 2008 Axelent GmbH relocated to Stuttgart in the heart of the machinery and car industries.

### Mats Hilding, MD Axelent AB:

"Germany is a crucial market for Axelent and we have a lot to learn from our subsidiary about sales and marketing. The German market appreciates the added value that our products give, which augurs well for future growth."

### AXELEN T G m b H 2 0 1 3

Axelent GmbH delivers to over 700 customers a year and the future looks bright. A workforce of seventeen represents Axelent on the large German market. Many well-known machine manufacturers, logistics and automation companies buy safety solutions from Axelent. X in Germany stands for quality, service, know-how and smart solutions.



## Fair in Hamburg

In January Axelent GmbH took part in easyFairs 2013 in Hamburg. We displayed our X-Guard® system and once again received positive feedback for our safety solutions.

Visit us at the Ligna fair in Hannover on 6-10 May 2013. You will find us in Hall 17 D:03.

Stuttgart

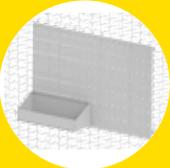
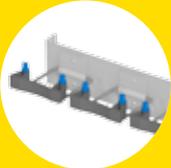




**Order!**  
You will find our entire range at  
[www.axelent.com](http://www.axelent.com)

**New!**

# Axelent **Quick-On** Orderliness saves time



**Axelent's accessory programme, Quick-On**, not only helps you keep things neat and tidy around the machines, robot cells and automation plants inside mesh walls, it also saves you a lot of time looking for tools and accessories when you need them.

### **Simple**

- readymade solutions that can be mounted without special tools

### **Flexible**

- easy to adapt and supplement according to your needs

### **Cost-effective**

- low investment cost for more efficient production



„We simply wanted the best.  
X-Guard Contour was just what we were  
looking for“

**FORMTEKNIK VERKTYGS AB SÖDRA UNNARYD**

- one of Europe's leading tool manufacturers

Formteknik focuses on three main customer segments: Packaging, Caps and Closures, with special focus on selected customers, but has recently begun focusing on a fourth segment, Medical Devices.

When the company decided to invest in machine guards for their new robot cell, design and function were top of the list, which is why the Axelent X-Guard® system was chosen for this magnificent plant.



**Jan Aronsson, MD:**

“In recent years we've chosen to focus on a few, but really large, customers in the Caps & Closure, Medical Devices and Thin Wall Packaging segments. To be able to offer our customers test-runs of the tools, we've built a Technical Centre. It now has a state-of-the-art, fully automated robot cell that serves three processing machines by moving along a track. The plant can be run 24/7 if required. It's a large investment but is in line with our policy of technological development.”

**FACTS FORMTEKNIK**

The company was founded in 1979 and has a workforce of thirty. By always investing in the latest technology and employee skills enhancement, the company has become one of the leading moulding tool manufacturers in Europe.



**X-Guard Contour has a striking design**

“When we first set eyes on Axelent's X-Guard Contour we saw straight away that it was the perfect guard for our new robot cell. The rounded shape obviously has a functional significance, but most of all, the guard gives a more well-thought-out impression, which suits us perfectly. It speaks the same language as the rest of the plant. We strive to choose the best, for ourselves as well for our customers.”

**ALL  
INCLUSIVE**



**New!**

# X-Tra in stock!

**For a complete  
overview of our X-Tra  
range**

visit [www.axelent.se](http://www.axelent.se)  
or email us at  
[x-tra@axelent.se](mailto:x-tra@axelent.se)



**We know that orders are nearly always urgent**

Therefore, we have put our most popular X-Tra accessories on the shelf for immediate delivery. Get in touch with our customer support for a list of shelf products!

[www.axelent.se](http://www.axelent.se)



# Axelent signs agreement with Solar A/S



A partnership agreement between Danish Solar A/S and Axelent AB will strengthen Axelent's position on the Danish market. The partnership will enable Solar to deliver turnkey machine safety solutions. The agreement comes into force in January 2013 and initially comprises of the delivery of X-Guard® machine guards. Solar will also arrange a free of charge "Safety on tour" event in several cities in Denmark, to inform about machine safety.

## Michaela Ahlberg, Sales Denmark, Axelent AB:

"It feels fantastic to sign this partnership agreement with Denmark's largest supplier in the segment. Solar is a very strong brand that has the same values as Axelent."

### The best turnkey solution

"Safety and safety solutions have always been a part of Solar's concept, but they have not yet managed to deliver a turnkey product. When we began discussions they saw the opportunities, not only in our products but also in Axelent's turnkey solution, which led to them choosing us."

### The whole of Denmark's industry at our feet

"As leading supplier of electrical, ventilation and heating & plumbing systems, Solar is in daily contact with the whole of Danish industry. It's naturally of great interest to us to have the opportunity to reach out to all these companies."

### In the web store, app and among the sales materials

"Our products are in the process of being put on Solar's website, in an app and among their sales materials. We will also have testing cells with our guards mounted in Solar's branches throughout Denmark. The initial contract is for our X-Guard® product range."

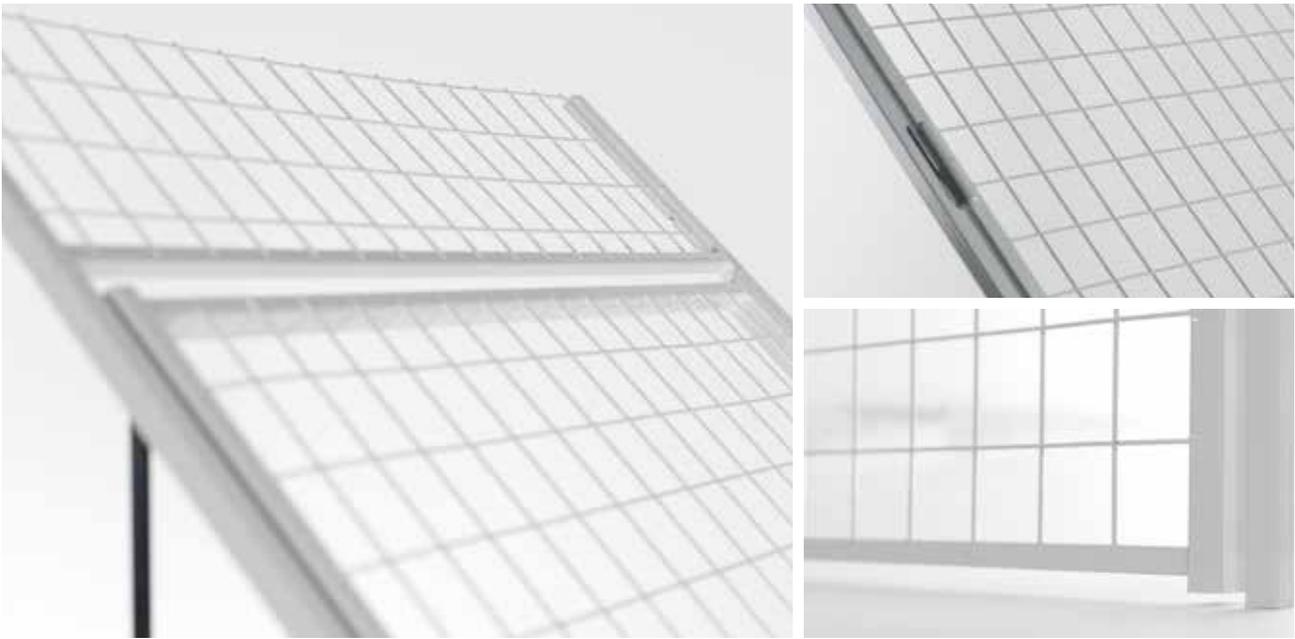


## FACTS SOLAR

Solar is one of northern Europe's leading and most modern companies in its segment. The Solar Group is a global wholesaler of electrical, ventilation and heating & plumbing components. Solar A/S was founded in 1919 under the name of Aktieselskabet Nordisk Solar Compagni and has been based in Kolding, Denmark, ever since. The Group has a workforce of around 3,600. Sales totalled €1,532 million in 2011.



Stefan Axlesson, Export manager, Axelent AB  
Carsten Antonisen, Market Director, Solar Danmark A/S



# New storeroom door

## at Axelent Construction



### Full out at Axelent Construction

Axelent Construction is going from strength to strength and has undergone an amazing transformation since it changed its marketing strategy.

### The thee Ts

Technology, Tolerance and Talent are three more catch-words to add to Axelent's classic Speed, Safety, Service and Smart Solutions. It is vital for us to update our products constantly and to be innovative.

### A new door to keep the wolf away

Did you know that most apartment storage break-ins are through the door? Thus our new innovation! The door is the most secure and stable on the market. The door, together with our Axelent Assistance service, is guaranteed to scare off any thief.

### THE DOOR'S ADVANTAGES

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- Easy to assemble
- Left and right-handed
- Disabled-friendly = no thresholds
- Tailored to all our locks
- Now also includes a code lock
- All-welded hinge with a tempered cotter pin

# „More companies should be like Axelent“



This statement came from Ingemar Wictor, PhD, who has written a doctorate on the subject of global marketing entitled Born Globals.

As part of the doctorate, Ingemar Wictor spent a great deal of time studying the way Axelent has succeeded on a global market. His research took seven years and involved eight companies.

”This is a song of praise for Axelent and my aim is for other companies looking to start up in exports to learn from it.

Axelent has a flat organisation with a high level of co-worker responsibility, which facilitates speedy decisions. I’ve interviewed different employees and have received confirmation that the management vision runs all the way down to the shop floor. This is a vital ingredient for success.”

## Axelent A-Supplier

We are proud to announce that Axelent has qualified to become A-supplier to Dexion, a company in the Constructor Group AS, a leading European manufacturer and supplier of top quality industrial and commercial storage solutions. Axelent supplies Dexion with SafeStore, FlexiStore and ShelfStore, as well some machine guards.

★ WELCOME TO AXELENT!

## Simon Klaar – our new junior seller

Simon has previously worked in customer relations and sales. He also has an advanced vocational course in sales and marketing on his CV.

”I’d been wanting to come out into the field and meet customers eye-to-eye for some time. So when I saw the Axelent job ad I applied immediately, and to my great joy I got the job.”

### Raring to go for southern Sweden

”My district is southern Sweden where I will take care of existing customers and find new ones.

Initially I’ll be with an experienced seller but will be going it alone in a few weeks. I’m really up for it and looking forward to getting out and meeting the customers.”





BLOG.AXELENTRACING.COM

## Axelent will continue as main sponsor for Nicki in 2013

### Stefan Axelsson, Export Manager, Axelent AB:

„Our sponsorship of Nicki has gone really well and we will continue to sponsor him during the 2013 Grand Prix.

He's putting everything into it as usual and has his sights set on a world championship gold medal. We're keeping our fingers crossed!

The first heat is on 23 March in Auckland, New Zealand. I will be there together with Ty Harwood from our Australia office and eight customers.

#### AXELENT AB

BOX 1 · KÄVSJÖVÄGEN 17  
330 33 HILLERSTORP  
TEL +46 (0)370-37 37 30  
SALES@AXELENT.SE  
WWW.AXELENT.SE

BLOG.AXELENT.COM

#### AXELENT ENGINEERING AB

##### AUTOMATION & PLM SYSTEMS

HEAD OFFICE: MÅRTENSGATAN 12, BOX 275  
332 30 GISLAVED  
TEL +46 (0)371-58 37 00  
LOCAL OFFICE: SCIENCE PARK, JÖNKÖPING  
INFO@AXELENTENGINEERING.SE  
WWW.AXELENTENGINEERING.SE

#### AXELENT WIRE TRAY AB

BOX 1 · KÄVSJÖVÄGEN 17  
330 33 HILLERSTORP  
TEL +46 (0)370-37 37 30  
INFO@AXELENTWT.COM  
WWW.AXELENTWT.COM

