

XNEWS



No. 4 · 2013

Axelent Machine Safety, Storage Equipment
Axelent Wire Tray - Cable Routing Systems
Axelent Engineering - Customised
Production Machinery, Robots & PLM Systems
Axelent Software - Software

WE SWITCH FROM GRAVEL TO ICE

Axelent becomes HV71
team gold partner

TEAMWORK

**Unique cooperation
with Wemo**

'Now we are both a customer
and a supplier'

**LKI Kälöman – new
customer in Finland**

'Axelent is exactly what we
were looking for'

Axelent is the result of fantastic teamwork



'A chain is never stronger than its weakest link. I am sure you have heard this saying before. But it is true and very much so at Axellent. We have very strong links at Axellent, which not only keep the chain intact but also draw us forward along both planned courses and sometimes into unknown terrain. You can read more about this in the article from Wemo.'

'Even though I am an Axellent co-owner and marketing manager, I think much more about my role as team coach than my role as owner and director. You can become an owner in many different ways. Being an owner does not however automatically make you a good team builder.'

Clarity and pride

'I strive to put as much energy as I can into thinking about my team line-up and about what I am going to do to inspire and get the best out of everyone in the different roles they play. Clear roles, pride, high levels of employee responsibility and the opportunity to win promotion are important ingredients and ones that we actively work with internally. Good preparation guarantees a good result when the time for implementation comes. Then, we never need to think about who does what. We can focus just on delivering and making the customer as satisfied as possible.'

Suppliers supply. Partners build up and support each other

'Clarity and pride also apply to our external partners. Being a part of the Axellent team should feel good. If you give that little bit more, then it should be noticed and lead to results. For this reason, we have developed a partner approach with our suppliers rather than a traditional customer/supplier relationship. The focus in this type of relationship is always on what we can achieve together. We support and build up each other.'

All in!

'Later in X-News you can read about our sponsoring change to hockey. A sport which is built on teamwork. We feel that the time is right to switch from gravel to ice. From finish line to goal. From engines to muscles. All in – as always at Axellent!'



Axellent X-News is produced by CreativeCraft AB in cooperation with Axellent AB. Legally responsible publisher: Stefan Axelsson
Text: Agneta Boman. Layout: Tony Hult. Photo: Johan Axelsson, Agneta Boman if not otherwise specified.

Teamwork with Solar Danmark A/S

Axelent and Solar in Danish Safety on Tour '13

Solar
Safety on Tour '13

Axelent and the Danish company Solar (one of Northern Europe's leading electrical, heating, ventilation, water and sanitation wholesalers) entered into a close cooperation at the beginning of 2013. The cooperation was a part of Solar's focus on total machine safety, which Axelent is an important supplier of.

Safety on Tour

Solar has, during the spring, carried out a safety tour at its local wholesaler units, to train and inform about machine safety. The tour lecture included topics such as laws and directives, the importance and value of risk analyses and what machine safety products are available. John Rasmussen from Danish Bowitech brought the majority of the information to the tour.

Paul Klöcker, Product Engineer, Solar Danmark A/S:

'Theory is of course an important part of machine safety, as it gives us an idea of how a problem can be solved. But it does not give us the complete solution to a specific problem. Giving participants specific advice which they can use in their day-to-day work has therefore been an important goal for us.'

Combine law and products

'Being able to combine the law with innovative products within the safety area has been an important aspect for us. We will continue to do this after the safety tour is over.'

Michaela Ahlberg, Sales Representative for Axelent in Denmark:

'Axelent has taken part in this tour and therefore established very valuable contacts with those who work everyday with our products. It is very exciting to work with Solar as a team to tell the world about the value of good safety procedures and products.'



TEAMWORK

**Sven Ståhl, MD Wemo Automation AB,
Värnamo**

'We have taken cooperation to a new level. We are both an Axelent customer and supplier'

Sven Ståhl, MD Wemo Automation:

'Our joint history is long. We know each other's companies very well and have developed side-by-side throughout our cooperation.'

Customer and supplier

'We buy Axelent's machine guards for the entire robot system we produce and sell. In addition, we have a machine safety range of mesh walls and special components which we call the Wemo Safety System. We buy these products from Axelent and sell them onwards under our own name and our own colours. We also have an in-house developed system called Quick-On, which is a part of the Safety System range. The system consists of a range of special components that can be used to make the working environment as safe and easy to use for the machine operator as possible. Axelent has included this system in their range. They call this Axelent Quick-On. Our cooperation does not however stop there.'

Axelent Engineering buys robots

'Axelent Engineering, the specialist machine and automation solutions producer, is buying our robots for different applications in their machine and systems. This means that we again have become a supplier to Axelent. We see the deep and extensive machine design and construction knowledge within the Axelent group as being a strong advantage. This is the world we work in and we need to achieve the best functioning guards possible.'

We buy peace of mind

'We also buy consultant hours from Axelent Safety for training our employees in the safety regulations, standards and directives which apply to machine safety. It gives us peace of mind to know that we always are up to date in this area.'

A supplier in continuous development

'This unique cooperation allows us to draw on each other's knowledge, innovations and experience. This of course means that we have to be open and honest with each other - but we have never had any secrets between us. We see this type of business partnership as only bringing benefits.'



Facts · Wemo

Wemo Automation AB is a family owned company in Värnamo which develops, produces and sells robots, control, conveyor and safety systems primarily for the plastics industry. Our customers are all around the world, we have representatives in 25 locations and a subsidiary in Germany.

For more info: www.wemo.se



AXELENT Quick-On

Neat & tidy saves time!

Axelent's Quick-On accessory programme not only helps you keep things neat and tidy around machinery, robot cells and automation units inside mesh walls, but also saves you a lot of time when looking for tools and accessories.

**Order
now!**

You will find our entire range at
www.axelent.se

Simple · Flexible · Cost Efficient

TEAMWORK



Axelent's support team

Axelent has split its support team into three groups: Team Yellow, which provides all support for Sweden, Norway and Denmark and a little more, Team Black, which is responsible for the entire export market and Team Bygg, which supplies the Swedish and Norwegian market with storeroom walls.

There is a wonderful sense of urgency, good teamwork and a feeling that people enjoy their work in the support department - a place where no two days are alike.

Team Yellow

Jennie Claesson, Axelent Team Yellow:

'We handle all orders and offers for Sweden, Norway and Denmark. We respond to customer enquiries, which are often by telephone or mail, and prepare drawings, set prices and provide all other information such as delivery times, etc. Our sales people out in the field therefore do not need to spend time on this, but can instead focus on building relationships and helping customers find the correct safety solution which fully meets their needs.'

Teamwork with clear goals

'Our goal is to always answer enquiries with an offer and drawings within four hours. Internally, the goal is two hours. This is a very clear goal which creates a good work tempo.'

We have a fantastic team where everyone helps each other. This creates a very positive atmosphere here in the department.'



Daniel Bengtsson

daniel.bengtsson@axelent.se

Department in Axelent:

Customer Service

Area of responsibility:

Offer and order handling

Best aspect of the job:

It is very varied

Four favourites:

Film, music, boxing and my family



Jennie Claesson

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Department in Axelent:

Customer Service

Area of responsibility:

Offers and orders from Sweden, Norway and Denmark

Best aspect of the job:

Things are happening all the time. You never know how a day will be.

Wonderful colleagues

Four favourites:

Books, singing, friends and chips in all forms



Sebastian Jiteg

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Department in Axelent:

Customer Service

Area of responsibility:

Order/Offers, Snapper, Team Safety

Best aspect of the job:

Varied work assignments

Four favourites:

Frölunda, Millwall, fishing, snus (wet snuff)

Team Black

Emma Johnsson, Axelent Team Black:

'Our primary role is to assist all our agents and sister company in the export market. We often receive complete documentation from them which we then register and book deliveries for. Our main responsibility is handling deliveries and transport including proforma invoices, custom documents, etc.'

Close teamwork with forwarders

'We work very closely with our own warehouse and our forwarders to ensure delivery times are met and that our customers are satisfied. Sometimes we work with filling

containers for transport by sea, sometimes express delivery by air or by truck. We, for example, have a service we call Fix Termin. The service makes sure that the customer knows exactly when the delivery will arrive, which is sometimes crucial. This service costs a little extra. Sometimes the exact day of delivery is however extremely important to the customer.'

Varied work

'We have the same goal as Team Yellow when it comes to answering incoming enquiries. We work with so many different countries, which means our work is very varied. No two days are alike. This makes the job both interesting and fun.'



Emma Johnsson

emma.johnsson@axelent.se

Department in Axelent:

Customer Service

Area of responsibility:

USA, Japan, Australia, Germany

Best aspect of the job:

No two days alike and wonderful colleagues

Four favourites:

Sweets, Desperate Housewives, brie and an early morning swim



Eva-Britt Lilja

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Department in Axelent:

Customer Service

Area of responsibility:

Export, Belgium, France, Switzerland, Germany

Best aspect of the job:

Colleagues, never knowing what's going to happen during the day...

Four favourites:

Music/singing/playing, evenings at home, evenings out, time spent with friends



Rebecca Nordlund

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Department in Axelent:

Customer Service

Area of responsibility:

Germany, UK, invoicing

Best aspect of the job:

It is varied and my colleagues are wonderful

Four favourites:

Summer, family, film and a big bowl of popcorn which I love to munch

Fix Termin

We, together with the forwarder, guarantee that the delivery will arrive at the point in time requested by the customer.





Team Bygg

Marcus Claesson, Axelent Team Bygg

'We assist Axelent's Bygg range group, which is our storage solutions group, with customers primarily in Sweden, Norway and Denmark. Norway is a market we have invested heavily in and which has grown incredibly in recent years.'

Teamwork with fitters

'Customers also want us to provide storeroom wall installation, which we supply as a customer service through a very close cooperation with our skilled fitters. Today, we have eight in-house fitters, but need even more.'

Speed and peace of mind

'Our storage product customers do not have the same need for speed as our machine guard customers. We in our department however provide quick decisions and handling.'

Expanded service

'We can also offer our customers our Axelent Assistance supplementary service. Customers that purchase this service are guaranteed that their storeroom walls will be fully repaired within two weeks of being damaged or after a break-in. This kind of situation doesn't occur very often. Our customers, even so, appreciate this service and the peace of mind it gives them.'

Growing

'I like Axelent as it is a company where things are happening all the time. The company today is not the company it was one year ago. We develop every day and there are many opportunities to try different jobs and grow within the company.'



Emil Löfgren

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Department in Axelent:
Team Bygg

Area of responsibility:
Project Manager/In-house sales representative

Best aspect of the job:
It is an exciting job with new challenges every day

Four favourites:
Family, hunting, fishing & Malmö FF



Marcus Claesson

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Department in Axelent:
Team Bygg

Area of responsibility:
Project management & in-house sales

Best aspect of the job:
Colleagues and varied high tempo assignments where you can make quick decisions within a pre-set framework...

Four favourites:
New York, football, food and gadgets

Johan Libera, Key Account Manager, Bring Cargo West, Halmstad

'We make sure that speed continues outwards into the world'



Quickest possible handling from order to delivery from Hillerstorp is a promise which we at Axelent give our customers. We are therefore 100% dependent on skilled forwarders, to ensure that our products are delivered to our customers all around the world. Forwarders who share our focus on service and speed. Bring Cargo is definitely one of these.

Cecilia Davidsson, Head of Axelent's Customer Support in Hillerstorp:

'Forwarders are a very important part of our delivery chain. We must be able to trust them 110 %. If they fail to deliver as agreed, then we at Axelent have to take the blame. We develop very close working relationships with our forwarders to ensure delivery reliability. We have 'trained' them in the Axelent way of thinking and really emphasized and explained why speed and service are so important to us.'

A handful of forwarders

'Today, we work with a number of different forwarders. Schenker for transport here in Sweden. Bring Cargo for almost all our international road transport, except Finland. For France, we use GN Transport. Leman and Panalpina for all transport by air and sea.'

Johan Libera, Key Account Manager, Bring Cargo West, Halmstad:

'We share our flexibility, personal service and availability evaluations with Axelent. This makes it exciting to have them as a customer.'

Long term perspective and knowledge make the difference

'We at Bring Cargo work on a long term perspective with our customers and therefore invest a great deal of time in

learning about the operations they run. Everyone here at Bring who works with Axelent needs to understand and know how their organization and deliveries work and what their requirements are. We see our task as making a real difference for our customers.

Open dialogue promotes continuous improvements

'Axelent is to have confidence in Bring and trust us in all situations. This is why we meet them often to go through the points we on both sides want to discuss. The open dialogue means that we can point out what they can do better and they can of course tell us what we can do better. It promotes continuous improvements in delivery. We tackle problems straight away and attempt to solve them before they become bigger. A good example is that we found solutions to the logistics associated with Axelent's building extension at an early stage. We could have been faced with a difficult situation, but it has worked perfectly.'

'Axelent is a fantastic customer that is always easy to work with. We know that our extra efforts are appreciated.'





Axelent in a new cooperation with LKI, Finland



Axelent has signed a new cooperation agreement with the Finnish automation company LKI Kälđman Ltd. The three year agreement primarily is for machine guards for the company's automation solutions, which are sold all around the world. Axelent has so far supplied products for LKI's end customer machines in The Czech Republic and Bulgaria.

Ronny Myrskog, Supply Chain Manager LKI, Finland:

'LKI first met Axelent at a trade show in Las Vegas and thought Axelent had interesting machine guard solutions.'

Looking for a total solution

'When searching for a new machine guard supplier, we compared the total packages and solutions of different suppliers. In addition to the product itself, we also took into consideration delivery method, delivery time, support, planning including programs, installation and of course the price/quality relationship in which the main emphasis was total costs. Axelent was just what we were looking for.'

Saw many benefits of X-Guard®

'We saw that X-Guard® could give us many benefits. The system was simple, quick to install and gave a good looking final result.'

Deliveries function well

'Project deliveries to end customers have worked to our full satisfaction. There still is a lot we need to develop together to achieve a high delivery reliability and flexible completed delivery pack to production. We regard Axelent as the right partner for us so that we will succeed.'

A development project is currently underway in which Axelent, Axelent Engineering and LKI are developing a new product together.

Fredrik Salomonsson, Sales Representative, Axelent:

'The collective knowledge we at Axelent have within safety and product development is a perfect match for LKI.'



Photo: LKI

Facts · LKI Kälđman

LKI Kälđman Ltd, Finland, develops and produces equipment for automated material handling, i.e. systems for sheet metal work handling, storage and moving. More than 90 % of production is exported, primarily to Europe and North America. The company has 150 employees.

Axelent Engineering

'We have developed into a knowledge company'



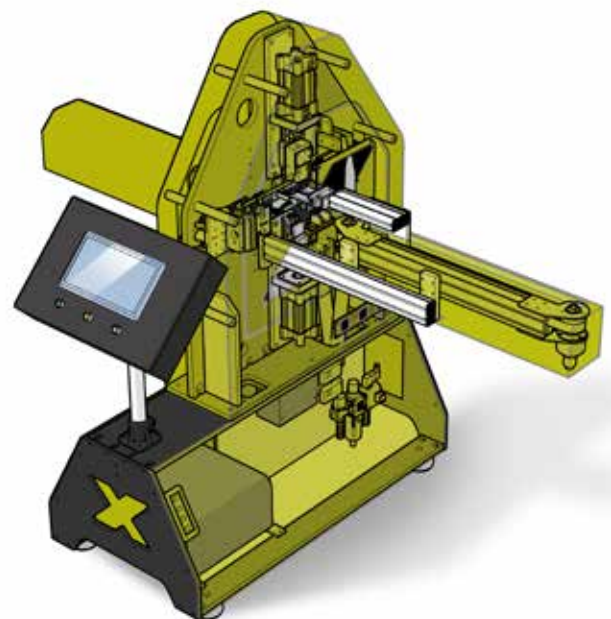
Axelent Engineering continues to grow and has since the start of the year recruited no less than 7 new consultants to meet customer demand for leading edge competence within automation, PLM and product development/design.

Richard Skogward, MD Axelent Engineering, Gislaved:

'We usually work directly with our customers. But we are increasingly coming into projects where Axelent is already the supplier. We can provide our competence within automation and production flow. This however also gives us the opportunity to design a completely new product to meet a specific need.'

Production optimised products

'We have experience from building specialist machinery and working in advanced PLM environments. We know what needs to be done to, for example, product optimize a product, right from the start. Axelent's All Inclusive service is unique and something we hope even more customers can benefit from in the future.'



From speedway to hockey

Axelent is HV71's gold partner



'We believe in full but also time limited involvement in PR activities. New involvements generate new publicity and also stimulate our own organization. We decided to invest in speedway because it is an exciting and fast sport which reinforced Axelent's core value of speed.'

First to advertise on goalkeeper's helmet

Axelent is now leaving the speedway arena to become a gold partner of the Swedish Hockey League* team HV71. The agreement includes a unique spot for the company's advertising – on the specially designed goalkeeper's helmet.

The gold partner agreement for the upcoming 2013/2014 and 2014/2015 seasons was ready right before the holiday. The agreement, in addition to exposure on the goalkeeper's helmet, includes sideboards in the goal area and logotype on all the players' neck guards.

Stefan Axelsson, Marketing Manager, Axelent AB Hillerstorp:

'Axelent has today developed to become a total supplier within building, industry and warehouse safety. We feel that on the hockey goalkeeper and in the goal area are the right places for us to be seen. Both are about protection and never losing a focus on safety.'

'It is also an area which receives an incredible amount of exposure on TV. We will be seen in the media and in sports and will reach a target group, where our customers are found.'

Joint values

'HV71 is a team which is fully committed to youth activities and a healthy and good upbringing. These values match well with the values of Axelent.'

Andreas Karlsson, sales representative, HV71:

'We think it is very exciting that Axelent chose to work with HV71. It is a go-ahead and energetic company which has distinguished itself in the region in a very positive way. These

local companies who have the entire world as their markets, are valuable partners. To be able to offer a new partner a unique exposure space was of course very exciting.'

Fully charged-up club and team

'HV71 is now fully charged with an enormous desire for revenge in the lead up to the next season, after being knocked out of the final last season.

A strong sponsor of course means a great deal to the confidence of the club and the players. We both have this in common!'

** The Swedish Hockey League (SHL) is the top Swedish hockey series and consists of 12 teams.*



From left, Andreas Karlsson, Sales Representative HV71, goalkeepers Gustav Wesslau and Jonas Gunnarsson and Stefan Axelsson, Marketing Manager, Axelent AB.



The series begins for HV71 on 14 September at Hovet arena against AIK. The first home match at Kinnarps Arena will be played on 17 September.



The goal keeper helmet has been specially designed for Axelent. The design has been developed by David Gunnarsson, Daveart AB, who has also designed most of the national hockey league goal-keeper helmets.

Facts · HV71

HV71 (Husqvarna Vätterstad 1971) is an ice hockey club based in central Jönköping Municipality in Sweden. Home matches are played at Kinnarps Arena. HV71 has won 4 Swedish Championship gold medals and is renowned for its extensive youth work. The club is now Europe's leading youth hockey centre.

Mats Hilding met Guido Buchwald during a visit to Germany. Guido Buchwald is a board member of Stuttgarter Kickers and was on the German national team that won the football world cup in 1990 in Italy. (Photo: Stuttgarter Kickers)



Axelent signs a new agreement with Stuttgarter Kickers



Axelent congratulates the SV Stuttgarter Kickers football club which succeeded to hold onto its position in the third German football division. The very exciting match against SV Darmstadt 98 was played on the last match day of the season, which ended with a draw (1-1) and secured the Kickers its place in the third division next season. Axelent has now signed a new 2 year agreement with the Stuttgarter Kickers.

Harald Steidle, Business Area Manager, Axelent GmbH:

'We are proud to be a partner with the well known and very professional football club Stuttgarter Kickers. We are of course very pleased that the Kickers has achieved its objective for the season, of remaining in the league! The partnership has gone very well. Kickers and AXELENT are in a win-win situation. We expect this will continue into the future.'

Below:
Group photo after signing the new contract: Harald Steidle, Business Manager, Germany, Enzo Marchese, mid-fielder and captain of the Kickers team, Julian Leist, defender for the Kickers and Dr Niko Kleinmann, SV Stuttgarter Kickers board member. (Photo: Südwestbank)



Axelent has been a proud sponsor of the popular SV football team Stuttgarter Kickers since 2012. (Photo: Baumann)



Trade shows 2013



Auspak Plus

Sydney Showgrounds, Olympic Park
Packaging and Handling Machines exhibition. 7-19 May

Auspak Plus is Australia's largest trade show for machinery, materials and technology for the packaging industry.



FEIMAFE 2013

São Paulo, Brazil. 3-8 June

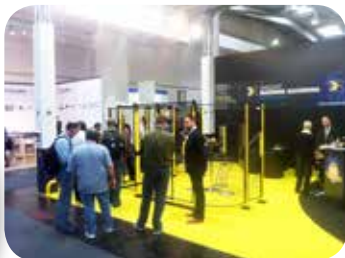
FEIMAFE is the largest trade show in Latin America within machine tools and integrated production systems. Axellent in cooperation with our agent SRP Automação Industrial, 1,400 exhibitors 70,000 visitors.



Indumation Exhibition

Belgium. 24-28 April

Trade show for industry, process, infrastructure and automation.



LIGNA Hannover

Germany. 6-10 May

LIGNA is the most important trade show for the forestry and timber industry.
1,637 exhibitors from 46 countries.



Melbourne Safety Show

Australia

Packaging and machinery trade show.



SPS Parma

Italy. 21-13 May

Automation trade show.

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