

# XNEWS



No. 2 · 2012

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



**All Inclusive**  
– Exclusive concepts  
for our customers

## X-WORLD HAS LANDED

Axelent  
**scores big**  
in safety

Page 6



X-Guard makes **world-leading** steel company safe

Page 3

**New stars** in the Axelent sky

Page 9

# "X-World is a world in constant change"

"I felt extremely proud when Welcome to The X-World was launched at the Wire and Cable Trade Fair in Germany. We are three strong companies, each with its own niche, but which together form an outstanding concept that puts the customer's need for safety and efficiency at the forefront."

## **Added value that sells**

"Time and again, Axelent has shown that it is not the product that makes us unique but our entire offering. That is to say rapid delivery, know-how and service and, not least, that we always look beyond off-the-rack solutions to find smarter solutions for our customers. All Inclusive therefore feels like the perfect concept for what the customer gets when they choose Axelent: three strong product concepts and added value that makes a big difference."

## **Fantastic teamwork**

2011 was a great year for us at Axelent. We increased our sales on several markets and the result was well above our expectations considering the current market situation. There have been many long days for our staff, who have all done a magnificent job. I cannot emphasize enough the importance of each individual contribution in Axelent's success. We are all in this together."

## **Ready to face new challenges**

"When growing stronger and becoming larger you should never forget your humble beginnings. In all probability, 2012 will also put our resolve to the test. But the joint strength in the Axelent Group will give us with the best possible starting point. An X-World with plenty of space and development opportunities for new customers, co-workers, concepts and products. A world in constant change thanks to excellent growing grounds."

Mats Hilding  
MD, Axelent





## BMI Axelent, France

# Improvements project of safety equipment for Arcelor Mittal



Arcelor Mittal is one of the world's leading players in the manufacturing and marketing of steel products to the large users on the market. In line with increased demands and directives surrounding production safety, Arcelor has invested in a complete safety programme with Axelent as the main supplier with our X-Guard system. Read below what Arcelor's Health and Safety Officer has to say about the partnership with Axelent.



### Complies with current safety regulations

"BMI Axelent offered a very good machine guard system that complies with current safety requirements, including directive 2006/42/EG. We had to use special adaptations in some areas, but Axelent could offer total solutions by combining the guard with special enclosures."

### Flexible and simple

"X-Guard gives us a system that is both safe and flexible. As our machines require constant maintenance it is vital to be able to remove wall panels from the inside."

### Rapid approval

"Short lead times have enabled us to quickly implement these safety measures. Each plant has now been approved by inspectors from Dekra."

### Focus on safety

"The Arcelor Mittal Group became leaders in their sector by developing production and staff skills. We now feel that we have to combine these by providing maximum safety to our products and people. "

"Our safety programme included fitting all the machines with safe, functional and flexible machine guards. In order to do this fully we had to make some special adaptations."

### Arcelor Mittal in the Czech Republic

Axelent has also delivered X-Guard to Arcelor Mittal in the Czech Republic: 800 poles, 1.1 km of mesh sections and 86 doors.



Wire in Düsseldorf 26-30 March

# The trade fair where X-World landed

The Wire Trade Fair in Düsseldorf on 26-30 March is the place where our total concept Welcome to The X-World was first launched.

We could now offer our customers our All Inclusive solution containing machine guards, mesh walls, cable routing systems, specialist machinery, robots, PLM systems, etc. Everything to make the customer's production safe, efficient and profitable.

The response was amazing and the same concept was presented at Elmia Automation in Jönköping on 8-11 May.



**X-WORLD**

Axelent Machine Guarding,  
Axelent Engineering,  
Axelent Wire Tray



### **ALL INCLUSIVE**

Speed · Safety · Service · Smart Solutions

### **ALL INCLUSIVE**

Machine Safety · Mesh Walls · Cable Trays  
Specialist Machinery · PLM Systems · Robot · Software

## Trade Fairs

### **AUTOMATICA**

Visit us at Automatica in Munich on 22-25 May 2012.  
You will find us in hall B3 stand 326. Welcome!



# We are now making bowling safer A safe strike!

Bowling may seem like a safe recreational activity, but behind the scenes, which we seldom see, it has proven to be a death trap.

Several fatal crushing accidents in bowling alleys has given rise to new stringent safety regulations. Swedish company OEM Automatic in Tranås has been given the task of improving staff safety in bowling alleys and have chosen Axellent as their partner and X-Guard as their protection. We have no fewer than 87 lanes waiting for our fitters to arrive.





# Axelent Racing

Follow our blog [blog.axelentracing.com](http://blog.axelentracing.com)

**When it happens. Where it happens.**

Follow the events as they happen at Axelent Racing, Speedway and V8ute Racing on our blog at [blog.axelentracing.com](http://blog.axelentracing.com). The spotlight is on Nicki Pedersen, Jacob Thorsell and Gary "Chucky" Baxter, but we will try to cover as much as we can of the speedway and V8ute Racing. Tag along!



**AXELENT RACING**

[blog.axelentracing.com](http://blog.axelentracing.com)



## Collaboration with Rundviks Svets AB

We are now even more efficient with assembly in northern Sweden

In order to provide an efficient and economically sound service far from Hillerstorp we have entered into partnership with Rundviks Svets AB, a longstanding customer of ours.

Rundviks Svets provides manufacturing and maintenance services to the sawmill industry and is also an established name among paper mills and iron and steel industries around Umeå, Örnsköldsvik, Skellefteå and Sundsvall.

"They can offer our customers assembly of Axelent's machine guards along with engineering and electrical installations. It feels good to be able to serve our customers in this region as quickly and safely as in other parts of the country," says Fredrik Persson, a seller at Axelent AB.



# Axelent – a world of opportunities



## **Andreas Gotmark**

From Hillerstorp to Chicago, Stuttgart and back again

Andreas Gotmark is one of many examples of the opportunities afforded those with the will to succeed at Axelent. From Customer Support in Hillerstorp to Operations Manager in Chicago, Deputy MD in Stuttgart and Sales Manager at Axelent Wire Tray AB. An intensive but instructive and stimulating journey through The X-World.

### **Andreas Gotmark**

"I began my Axelent career in 2005 in Customer Support, Hillerstorp. I had a good deal of contact with the German market, which I enjoyed very much. After two years I was asked if I would like to take a temporary position in Chicago where Axelent had opened an office. However, the position as seller and 'factotum' proved to be more than temporary. I stayed for three years and helped to build up Axelent's operations on the US market, including storage, organisation and marketing. It was a very exciting time."

### **Back to Sweden...**

"For various reasons I was ready to move back to Sweden. I worked for a period with marketing and organising at Axelent Engineering in Gislaved."

### **...soon on the move again...**

"Not long after I was asked to move to Stuttgart to take on the role of Deputy MD. I was asked on the Monday. I accepted the offer on the Tuesday. I was in place a week later. They don't hang about at Axelent!"

### **...and now back in Hillerstorp.**

"Yes, now I'm back in Hillerstorp in a very exciting role as Sales Manager at Axelent Wire Tray. A whole new product and market to build up, which is a great challenge. And it suits me down to the ground as I'm not afraid to take up challenges and I enjoy building and organising."

### For those who want it, the world is their oyster

"I like Axelent because rapid decisions are made and words are put into action very quickly. This is the company through and through. It's exciting working for a company that operates worldwide but still maintains a great team spirit. Those with the desire and are willing can achieve just about anything at Axelent."



### Emelie Nydén

Now ready to build up AWT's Customer Service

Emelie Nydén began at Axelent four years ago when she took over Andrea's position when he moved to the USA. Four years have provided a good Axelent education and in May she is taking up the reigns in building up Customer Service in Axelent Wire Tray AB.

#### Emelie Nydén

"I came into contact with Axelent at school when they awarded language scholarships. I thought it sounded like an exciting company and applied when they sought co-workers for Team Black."

#### Putting language to the test

"I've always been interested in languages and at Axelent I was able to put my theoretical knowledge to the test, which was very educational."

#### Hugely enjoyable

"Working at an international company like Axelent is hugely enjoyable. It's also great to know that career opportunities are always open to you, so when I was offered the job of building up AWT Customer Service I didn't hesitate. We'll be taking the same route as at Axelent AB. Hugely enjoyable!"

# New stars in the Axelent sky



**Hieu Tran** is not completely new at Axelent having previously worked in storage. Hieu is now working with the purchasing and lacquering of special paints.

**Lisa Svensson** is replacing Emelie in Team Black and will take care of the registering of orders and tenders from dealers/subsidiaries.

**Simon Johansson** has been employed to relieve the pressure from Johan Axelsson in his design work. Simon will draw new and existing products/items along with prototypes.

# Work boundlessly through DFM and DFA

## Axelent Engineering is hosting the Almi seminar

On 22 May ALMI is coming to Axelent Engineering in Gislaved to hold a seminar on DFM and DFA.

### Would you like to come and listen?

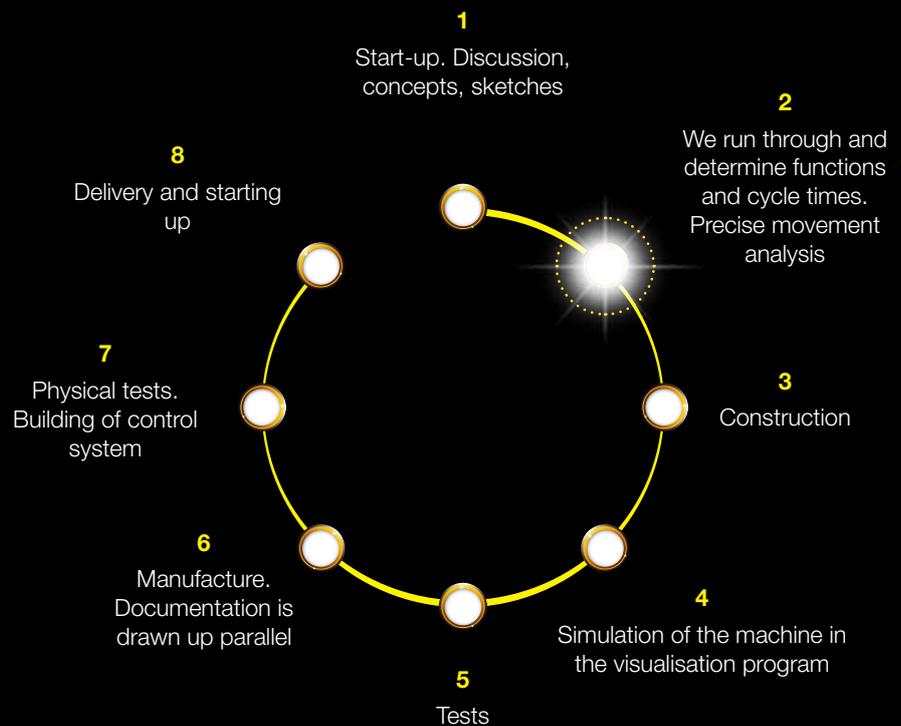
Get in touch with Anders on +46 (0)371-58 37 04, email: anders.gaardsdal@axelentengineering.se

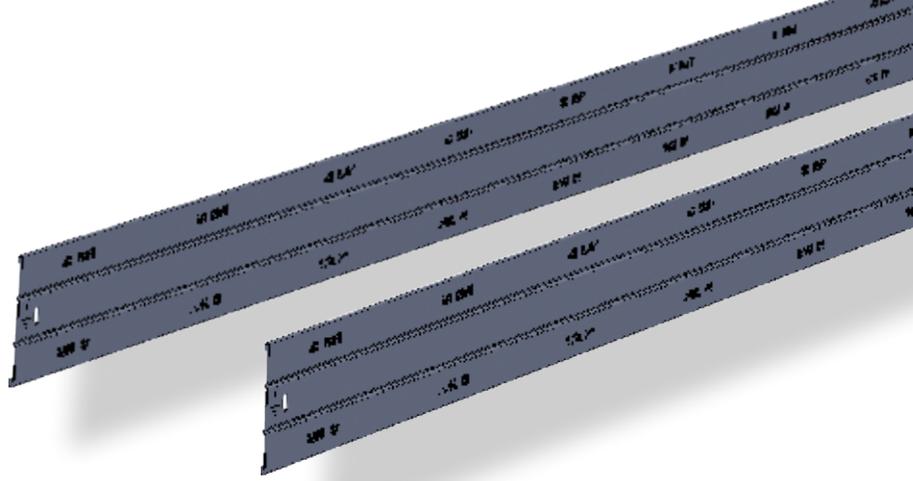
"We regard it as an absolute necessity for companies to improve their DFM and DFA analyses. A close relationship between product development and production is an absolute must, but the marketing side should also be involved. Working across the borders early in this way, to plan for a product's manufacture and distribution, could save a lot on resources in time and money during the development process and production, but also as a competitive advantage and in the protection of industrial property when the product is launched", says Anders Gaardsdal at Axelent Engineering.

For more info about Almi: [www.almi.se](http://www.almi.se)

# Process X

The **Yellow Thread** will guide you





# Growth in progress!

Axelent Wire Tray AB is going from strength to strength. We are now well on our way to building up our market, perhaps not at the usual rapid pace that is significant for Axelent, but for Axelent Wire Tray it is all about a completely new customer segment in which we act as a niche company. Not as fast, but definitely as exciting and challenging. Continuous growth in progress!



### **Certification ready**

Our cable trays are now certified, partly by DNV (Norwegian Veritas) for use in offshore and shipbuilding industry installations. Also now UL (Underwriters Laboratories) certified in compliance with CYNW, CYNW-7 & NEMA. This is further proof of our product range fulfilling the most stringent demands on the market.

### **New accessories**

We are introducing a new separating plate and holder. These products enable a more flexible separation of cables as the plate itself is bendable. The plate comes in two heights enabling it to handle a large number of cables.

### **The mini tray that received maximum response**

At the Wire Trade Fair in Germany in March we introduced a new product range: the X-Tray Mini. Already at the concept stage focus was placed on easy fitting and logistics. Our standard tray is all you require. Just cut and bend to fit without any complicated fixing mechanisms. X-Tray Mini is designed to be screwed or welded straight onto a machine or similar. With the introduction of the mini ladder, we now have a complete range for machine builders.



---

**AXELENT AB**

BOX 1 · KÄVSJÖVÄGEN 17  
SE-330 33 HILLERSTORP, SWEDEN  
PHONE +46 (0)370-37 37 30 · FAX +46 (0) 370-37 37 47  
INFO@AXELENT.SE  
WWW.AXELENT.COM

**AXELENT ENGINEERING AB  
AUTOMATION & PLM SYSTEMS**

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

**AXELENT WIRE TRAY AB**

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

