

XNEWS

Nr. 1 · 2013

Axelent - Machine Safety, Partitioning · Axelent Wire Tray - Cable Management System · Axelent Engineering - Customized production machines, Robotics & PLM systems · Axelent Software - Software



X-FORCE

WITH LICENCE TO SAVE THE WORLD

Axelent is growing
Time to get
down to
business!

Axelent Engineering
An acquisition
that ticks all
the boxes

„We will go all in 2013“

In retrospect, 2012 could be summed up as a somewhat odd year. While the headlines spoke of layoffs and closures, we filled our order books, our production went at full throttle and we increased our share of the market in several countries. It turned out to be the best year ever for Axelent.



Mats Hilding, MD Axelent AB:

”With this wind in our sails we will be even more offensive in 2013. We will be expanding and improving our production and storage in Hillerstorp, going full out on the Nordic market with the X-Force campaign, strengthening the sales organisation, bolstering Axelent Engineering with more expertise persons in industrial design and starting up on new markets around the world. In other words, full steam ahead!”

The only way is forward

”Naturally I’ve been questioned if it is wise to be offensive in times like these. The answer can be found in the past and in the future. Looking back we have a concrete foundation based on a strong concept over time, an approach that has given us expertise, self-confidence and a good economy. Looking ahead we see an ever-growing need of safe, speedy, smart and effective solutions for industrial manufacturing and storage. This convinces me that 2013 will be a great year with a bright future ahead of us.”



Axelent is expanding Again!

2013 will see yet another expansion to Axelent's main operations in Hillerstorp. We are adding 6,500 square metres of storage to the existing facility.

Future expansion

The extension will cover present needs and those of the near future, but we have also acquired a further 20,000 square metres of land for future development.



Nordic salesdrive that will be noticed

For X-Force there is only mission possible

From January 1, Axelent AB's Nordic sales team will be entering the world of promotion in both different and distinctive ways. X-Force is a team of 'super heroes' who do everything in their power to create safe manufacturing and storage environments. No project is too small or too large for these super heroes.

Stefan Axelsson, Export Manager, Axelent AB:

"At Axelent we have a reputation of presenting ourselves in unconventional ways. We're not afraid to stand out so long as it's based on good products and expertise. We strive to provide our market with smart and speedy safety solutions using innovative marketing techniques, albeit tongue in cheek."

Super heroes who gives safety

"This spring we're having a sales drive we call X-Force – with licence to save the world. Our sales team have taken on the role of super heroes. The theme feels right as we strive to make our customers' workplaces as safe and secure as possible."



Fredrik Persson

Southern, western and northern Sweden, Norway and Finland

Fredrik has worked at Axelent for nine years.

"My strengths are my experience and know-how. I don't see myself as selling just poles and mesh walls but the turnkey of machine safety solutions that enable the customer to improve their operations. I believe in long-term business relationships in which I can help the customer define risks, etc., and draw up a sustainable action plan."



Michaela Ahlberg

Denmark

Michaela has worked at Axelent for eight years.

"I only sell what I believe in, to 110 %. My customers must be able to put their trust in what I say and promise. This trust is built up over a long period of time. I focus on selling customer benefit. Axelent not only guarantees a safe workplace, we also offer turnkey solutions, including assembly, and CE-labelled constructions that save the customer time, and time is money."

Beginning with a Nordic drive

"Initially we'll be focusing on our domestic market, that is to say the Nordic market. If successful we may take it to some of our other countries."

The drive includes everything from banners, posters, business cards, give-aways, visitor cards to promotional cars and a short film (www.axelent.se).



Jonas Gallneby

Storeroom walls Sweden and Norway

Jonas has worked at Axelent for three years.

"I see myself as being a prime mover with lots of energy and positive thinking. I don't believe in half measures; we at Team Construction should be world-best in flexibility and awareness of customer needs. We who work with storerooms really enjoy it, which I hope is clear to see. Of course Axelent is a large group, but customers don't buy products from the company, they do business with the people in it. Today we sell a storage unit with unique added value, Axelent Assistance, for example. This shows that we still care long after the panels have been installed."



Sven-Erik Andersson

Central and eastern Sweden

Sven-Erik has worked at Axelent for nine years.

"I build relationships. As a former purchaser I know what is valued and appreciated when investing in these types of products and services. Quality and safety are one and the same so I always strive to deliver this in words, actions and products. The customer should feel that I understand their business and provide them with a solution customised to their needs. Our products may be based on a standard programme but each solution is unique for each customer."



New sales resources at Axelent!

A NEW RESOURCE IN TEAM YELLOW

Anela Durakovic Sales Coordinator

Last summer Anela graduated from the University of Skövde with a BA in Business Studies, specialising in International Marketing. Last autumn she was employed by Axelent as a sales coordinator, a new post that she is helping to develop along with the sales people, export manager and customer support.

One of Anela's tasks is to follow up all the sales processed by customer support for our sales people in Sweden, Denmark, Finland and Norway. The aim is to find out if the customer requires upgrades, thus enabling us to maintain a speedy service. Anela also manages documentation and statistics on behalf of the sales people.

Drive and pioneering spirit

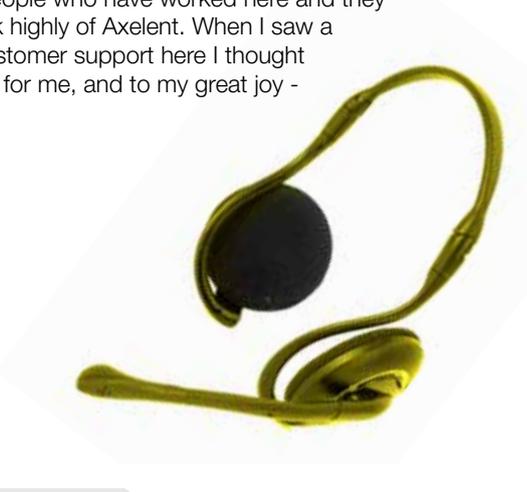
"Axelent's drive and pioneering spirit attracted me to the company. I'm a driven person and always looking to improve. I knew that Axelent was not a company to sit back on its laurels, but a forward thinking company that I could play a part in developing. Axelent has a relaxed and pleasant atmosphere and we all pull together in the same direction."

Jennie Claesson Sales and Customer Support

Jennie will be part of Team Yellow here in Hillerstorp. Which means she will work with inside sales, customer service and dealing with enquiries, orders and other customer support issues on our Scandinavian market.

Axelent – young and vibrant with good future prospects

"Axelent feels like a young and vibrant company with excellent future prospects, which is naturally very enticing. I also know people who have worked here and they always speak highly of Axelent. When I saw a job ad for customer support here I thought that's the job for me, and to my great joy - I got it."





An acquisition that ticks all



Axelent Engineering continues in its endeavours to become a turnkey supplier of industrial expertise. The acquisition of Innoqlura AB in Jönköping will further enhance our expertise in the areas of PLM, product development, project management and digital design.

Richard Skogward, MD Axelent Engineering AB:

"We're selling increasingly more expertise surrounding automation and effective production processes. As we get deeper into a company's processes we also get a greater responsibility. Then we notice how many areas overlap. Previously we designed a product first and thought about its production afterwards. Today we think about how a product can be optimised for production already at the design stage. This approach makes our expertise available to the customer throughout the process."

From sketch to finished product

"The expertise gained through the acquisition of the company Innoqlura will enable Axelent Engineering to become a turnkey supplier of cost-effective solutions, from the drawing board to a complete machine solution and finished product."

The acquisition of Innoqlura AB in Jönköping took place in January and increases Axelent Engineering's workforce by nine within product development, project management and digital design.

Lars Svensson, MD Innoqlura AB:

"We share several customers with Axelent Engineering so we know each other's operations inside out. Having the opportunity to develop together with Axelent Engineering in a strong and pioneering group like Axelent feels positive and stimulating."



Richard Skogward, MD Axelent Engineering AB (left). Lars Svensson, founder and MD of Innoqlura AB in Jönköping, can now sell a concept as turnkey supplier of cost-effective solutions, from the drawing board to a complete machine solution and finished product.

Domsjö Fabriker

Where efficiency and safety go hand in hand

Last autumn Domsjö Fabriker, on the outskirts of Örnsköldsvik, carried out an extensive rebuilding programme. They have transitioned from using their own cellulose to using paper to wrap cellulose bales. In connection with these changes Axelent provide security in the form of X-Guard® as protection including various accessories.



Electronic safety locks improve production safety.

Project Coordinator Sven Westman from Eurocon Engineering AB:

"Bale handling has been rationalised by installing state-of-the-art machinery and automated production lines. While doing this we also took the opportunity to improve safety."

Maintenance shutdown when everything gets done

Domsjö Fabriker AB has a 7-day maintenance shutdown once a year during which everything has to be done. The new machinery and guards had to be installed during the shutdown.

"We chose Axelent for their speedy assembly and flexible product that fits our operations like a glove."

Fredrik Persson, sales man at Axelent AB:

"I was on site in Domsjö quite often to ensure a smooth delivery. A local welding company we've used a lot in the past, Rundviks Svets AB, helped with the assembly work."

Adaptations

In order to meet the customer's needs we had to carry out certain adaptations to X-Guard®. As well as the machine

News on the product side!



New upgrade of the sliding door without rail, D26-XXX290

Our door without rail has been upgraded and fitted with an aluminium rail and rubber wheels. This improves safety and assembly speed. During spring we will be introducing variations of the door. Opening dimensions: 900,1400 etc.



New hitch lock

When we started to upgrade our snap lock it led to a completely new lock offering even greater safety. The new hitch lock has a whole new design and improved functionality, for which we have had a very positive response. The lock can be used with most leading brands of non-contact switches, including Siemens, Euchner, Allen-Bradley, Omron, Schmersal and ABB Jokab.



Bracket for the Schmersal AZM 200

We have added a bracket for the Schmersal AZM 200 as an accessory in our standard range.



Bracket for non-contact switch

For use with most leading brands, including Siemens, Euchner, Allen-Bradley, Omron, Schmersal and ABB Jokab.

Bloggen

There is a lot going on at Axelent
Follow us every day!

Our blog provides the latest news and announcements from all the companies in the Axelent Group.

You can also leave comments and share the information.

Welcome!

blog.axelent.com



BOOK NOW! Machine safety course

The first course of the year is on March 13-14. The course is for people wanting to learn more about machine safety and covers the following:

- Who may/should sign an EC Declaration of Compliance?
- What are the regulations with regard to the service, refurbishment, upgrading or adjustment of an old machine?
- What type of documentation is required by the machine directive?
- Is your machine covered by the machine directive?
- Do I comply with the safety level as laid down in Appendix 1?

Our instructors

Åke Diedrich has run his own consultancy since the mid 2000s and is in charge of Axelent Safety's machine safety courses. He has extensive knowledge of the subject having worked in the Swedish engineering industry for 40 years as a designer, project coordinator, course instructor and risk analyst.

Sign up for the course!

To our Project Coordinator:
Sebastian Jiteg, phone +46 (0)370-37 37 42
teamsafety@axelent.se

Date: March 13-14.

Venue: Axelent, Hillerstorp

Price: SEK 6,995 not including Swedish VAT (1,000 SEK discount if several participants from the same company)



The smartest solutions are soft



STEP-file!

During 2013 we will be completing our new application in SnapperWorks that will enable conversion of 3D drawings to all modern CAD environments through a STEP file.

Smart, speedy, safe solutions with the best possible service. This is Axelent's guiding principle and it should permeate our entire operation. When no software was good enough to meet these demands we created our own, SnapperWorks, for which we sell user licences. This was followed by SafetyWorks.



Axelent SnapperWorks is extremely user-friendly. The original version was developed for Axelent's products, but customer adaptations has made it usable in most sectors that use standardised products and components.

Axelent SafetyWorks

When making changes to a production environment, building or modifying machinery, designing production lines and goods, it is of vital importance that it be done in compliance with applicable laws and directives.

SafetyWorks is an application that simplifies the entire process, from risk analysis to CE documentation.

SafetyWorks highlights the risk factors and associated standards, and the search path to the EU directive, thus simplifying EU documentation.



”First and foremost it’s about giving clear definitions of the machine’s limitations and the machine manufacturer’s responsibilities.”

Fredrik Sannehed,
Engineer at FlexLink

Fredrik Sannehed, engineer at FlexLink
”We’ve learned a lot from SafetyWorks”

Fredrik Sannehed works as an engineer at Flexlink. He is also a facilitator for SafetyWorks within FlexLink PSD, that is to say he provides support to users of SafetyWorks with regard to training, installation and dialogue with Axellent. He is also a certified machine safety expert and is on the national committee for machine safety, on which Axellent is also represented.

Clarity

”We use the program to design machines that we sell as products, not for our own use. Normally when we conduct a risk and safety analysis in production we like to get close to the machine to be able to make notes. When the information is fed into SafetyWorks it gives us a clear picture of the fields lacking information that was missed during the analysis.”

Easy to use. Professional documentation

”The program is easy to use and provides a professional, structured and standardised view of all documentation. The work sequence is similar to that described in ISO 12100:2010. You get to know all the process steps after a few uses.

Satisfied users

”SafetyWorks has helped us to understand that it is more than just identifying and estimating the risks. ”First and foremost it’s about giving clear definitions of the machine’s limitations and the machine manufacturer’s responsibilities.” It’s a great plus to be able to export the results file to, for example, Word, which has more advanced word processing and image annotation features.”

FACTS FLEXLINK

FlexLink is a global supplier of effective production logistics solutions. The solutions are built upon market-leading conveyor and material handling systems. FlexLink has its own operations in 28 countries and partners in more than 60 countries. FlexLink AB has its head office in Gothenburg.

Axellent Around The World



Time to take our readers to Japan and Captain Industries Inc., a market and reseller that we came into contact with through Axellent Wire Tray in 2011. A so far brief, but good, relationship that really took off in 2012.

MD and owner of Captain Industries Inc. is Mr Hayashi Watanabe:

"Captain Industries Inc. sells peripherals for machines, robots, railways, cars, plant machinery, ships, wind power generators and medical equipment. We have a workforce of 84."

Quality, speed and price

"We have collaborated with Axellent since September 2011 and really value the quality, speed and competitive prices.

We also value Axellent as a worldwide company with a great understanding of the international business world."

In-house production

"Together with our customers we put our faith in Swedish quality, service and customer care. Axellent's own produc

tion, product development and strong financial position augurs well for continued technological development to keep the company at the forefront for years to come."

Joint development

"Our partnership with Axellent has only just begun and we feel there are great opportunities to develop together. I'm convinced there is a large market for products that help to create a better life and safer workplace."

Success at Tokyo fair

Captain Industries Inc. exhibited Axellent's X-Guard® at the Japan International Machine Tool Fair (JIMTOF) in Tokyo on November 1-6. The drive was a success and we now have the pleasure of delivering X-Guard® to several of these new contacts. To be continued...





"Growing and stabilising on different markets is a good way of dealing with cyclical fluctuations. There's always a market that's growing somewhere."

Stefan Axelsson



The German company is growing and moving to new premises

Axelent GmbH has grown immensely in recent years on the German market. A larger workforce and a new organisation demanded more purpose-built premises. In November they moved into new premises 600 metres away.

Harald Steidle, District Manager for the German office:

"These new premises will enable us to further grow. We are currently 16 people but will more likely be even more in the near future. We now have the opportunity to receive customers in a completely different way."



Tradeshows



Fabtech in Las Vegas, where Axelent Inc. exhibited, attracted in the region of 22,000 visitors. In our stand we had X-Guard® on display along with the new X-Guard Contour with rounded corners.

Michelle Jarnutowski,
Marketing Coordinator at Axelent Inc:

"Our visitors and customers love seeing X-Guard® in action. They like the user-friendliness and the innovative solutions. The fair in Las Vegas was a great success and we can already see increased sales from new visitors. Great news!"



MOTEK 2012 Stuttgart, October 8-11

More than 35,000 visitors from 90 countries attended the 31st Motek fair in Stuttgart, where Axelent GmbH presented popular products as well as new products like X-Guard Contour and the new hitch lock.

Harald Steidle, Marketing Manager, Axelent GmbH:

"We had a great response for our machine guard solutions, particularly our new X-Guard Contour. Axelent is one of the leading companies in

machine guards and we're looking forward to a future of innovations."

Stuttgarter Kickers

We promoted our partnership with the local football team Stuttgarter Kickers, playing in the third German division. The goal wall – produced with X-Guard-products - was an eyecatcher for all visitors on Axelent's booth.

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