

# XNEWS

No. 5 · 2013

**Axelent AB** - Machine Safety, Warehouse Partitioning · **Axelent Wire Tray** - Cable Extension Systems · **Axelent Engineering** - Automation, PLM & Design  
**Axelent Software** - Software

Merry  
X-mas

## Belief in the future spelled with an X

6,700 m<sup>2</sup> more Axelent in Hillerstorp

### A strong history

Portraits of Folke and Helge

*Vive  
La France!*

Read postcards from  
Axelent's subsidiary in France  
as it celebrates its 20-year  
anniversary. BMI-Axelent

# Our history is a strength when we venture forward



It's worth repeating, and is as apparent in a child's upbringing and development as it is in a company's expansion and success; if there is a strong and distinct foundation to build on, you will stand firm and experience clarity when making meaningful choices and investments. One has an inner guide.

The company history of Axelent AB started in 1990 but experience from safety solutions and mesh walls, a sound business sense and the ability to see new possibilities goes way back in time to Folke and Helge Axelsson, who we can read more about in the pages ahead in X-News.

#### **With a stable platform we dare to do more**

At Axelent, a lot is new and since 1990 there has been an incredible development of both product and technique as well as market-wise within the company. The work has been methodic and goal oriented spiced with positivity, commitment and, on not exactly the rare occasion, fearless Axelenters who dared to take chances and do the untested. This is possible thanks to the company's stable platform that is expressed by good values, economy and many years of experience and, with that, knowledge.

#### **A mix that attracts and feels safe**

It is this unique mix that makes it so incredibly interesting to be a leader in a company like Axelent and I am almost certain that it is the same mix that allows us to have such

great and faithful customers, retailers, co-workers and loyal suppliers. Here, there are visions and the will to grow but we do it with our own resources to ensure long-term results and security for the company.

#### **Constant presence is a must for quick and good decision making**

I act in an owner-managed company where presence in reality, in other words, presence in production, economy, development and marketing, is a must. If management is to make fast decisions, take advantage of opportunities that suddenly pop up on the market, we need to be constantly updated about the company's current situation.

#### **Liking the situation!**

And the situation at Axelent, as a company and group, is at the moment fantastic. With new halls, investments in production, organization, product development and marketing in combination with a very positive order status, I feel a lot of gratitude for the opportunity to lead this company now in 2013 and in the future.

A handwritten signature in black ink, appearing to read 'Mats Hilding'.

Mats Hilding, CEO Axelent AB



Nothinplaketten 2013

# Axelent's owners receive prestigious prize



"Three men with three very different personalities and the ability to work together to build an effective management group for Axelent in Hillerstorp. Despite relatively simple products that are delivered with a lot of air, they have succeeded in achieving great market success all over the world. On all markets, they work with a simple and distinct profile."

That is the motivation to why Johan Axelsson, Mats Hilding and Stefan Axelsson received the prestigious prize, Nothinplaketten 2013.

The prize was rewarded during Näringslivsdagen (Trade and Industry Day) in Värnamo on Friday, the 15th of November. Earlier in the day, it was possible to listen to Håkan Samuelsson, CEO for Volvo Cars, and Urban Bäckström, CEO for Svenskt Näringsliv. Both stressed that there is a future for Swedish manufacturing industries where Axelent can be an inspiration through its positive development, belief and investments in manufacturing in Hillerstorp.

# Perfect Score!

When Dexion, in its latest survey, evaluated its suppliers, Axelent received a perfect score – 4.0 of 4 possible in all areas. The criteria that were taken into consideration were: Quality, Logistics, Financial strength and Customer Support.

It is always nice to get proof of what we constantly strive for: Maximum Customer Satisfaction.

**DEXION**  
**Supplier Evaluation**

**AXELENT**  
AXELENT AB  
Box 1  
330 33 HILLERSTORP  
Sweden

has been qualified as:  
**A-Supplier**  
with the following result:

Subject	Weighting	Reached score	Max. achievable score
Quality	40 %	4,0	4,0
Logistic	25 %	4,0	4,0
Finance	20 %	4,0	4,0
Customer support	15 %	4,0	4,0
<b>Result</b>		<b>4,0</b>	<b>4,0</b>

This certificate is valid until February 28, 2014.

Laubach, 23.08.2013  
I.V. Evi Engert  
I.A. Gørdem Dietz

**Score explanation:**  
4,0-3,5 very good A-Supplier  
3,0-2,5 good B-Supplier  
2,0-1,5 bad C-Supplier  
1,0/0,0 very bad D-Supplier

**Maximum Customer Satisfaction**

It is Finished. Axelent's 6,700 m<sup>2</sup> addition that gives us fantastic possibilities to continue to fulfill our customer promise of quickly and qualitatively delivered safety solutions for industries, warehouses and construction. Axelent Wire Tray AB is also located in the new hall.

# 6,700 m<sup>2</sup> of belief in the future!



## **Johan Axelsson, owner and person responsible for the new building and product development at Axelent**

"Axelent has grown enormously and has developed its way of thinking within production and warehouse storage during the past few years. It has caused us to sometimes find temporary solutions to be able to fill the day's needs. With these meticulously planned 6,700 m<sup>2</sup> we have the possibility to achieve the most efficient flow possible, from order to delivery. Today, production is equally about the total flow as it is about efficient machines, automation and robots. Everything is connected and that is what we now can achieve in the best possible way thanks to the new space."

## **Hillerstorp on the map**

"Our new halls are also proof that we believe in the competitiveness of Swedish manufacture and that everything is possible in Hillerstorp.

We have hired local entrepreneurs as often as possible, which we also do when choosing suppliers in general."

## **We will grow and develop our concept!**

## **Stefan Axelsson, owner and Marketing Manager at Axelent**

"Our ambition is to keep growing partially by entering new countries, but also by finding new customers in the existing sectors through an even better offer in which our "All Inclusive" concept within safety makes us stick out. We went from selling mesh walls to selling the concept of quickly delivered machine protection. Now we work full force with supplying our customers with a complete concept. It's about security for the customer. For Axelent, it is about creating a unique position on the market that cannot be copied. It is important to keep in mind how hard the competition is when it comes to mesh walls.

**Axelent's total premise in Hillerstorp is now 21,000 m<sup>2</sup>.**

We have also bought additional land close by, to make future expansion possible.



"We believe in the future and feel that we will grow in Hillerstorp", say the three owners from left, Johan Axelsson, Mats Hilding and Stefan Axelsson.



## EAB and Axelent in cooperation

# ”We chose our customer as supplier of framework”



Axelent and EAB in Smålandsstenar have been working together for a long time, but the roles had been reversed. EAB had purchased mesh shelving and anti-collapse protection from Axelent. When it was time to choose the basic design for the new building, EAB’s solution was chosen, a steel construction instead of concrete.

### Johan Axelsson

”Historically, we have always chosen concrete for new buildings but we believed in EAB’s steel building concept and wanted to try something different. Naturally it added to our already good cooperation with them when we chose their solution.”

”Everything has flowed perfectly and we are very satisfied with the final results.”

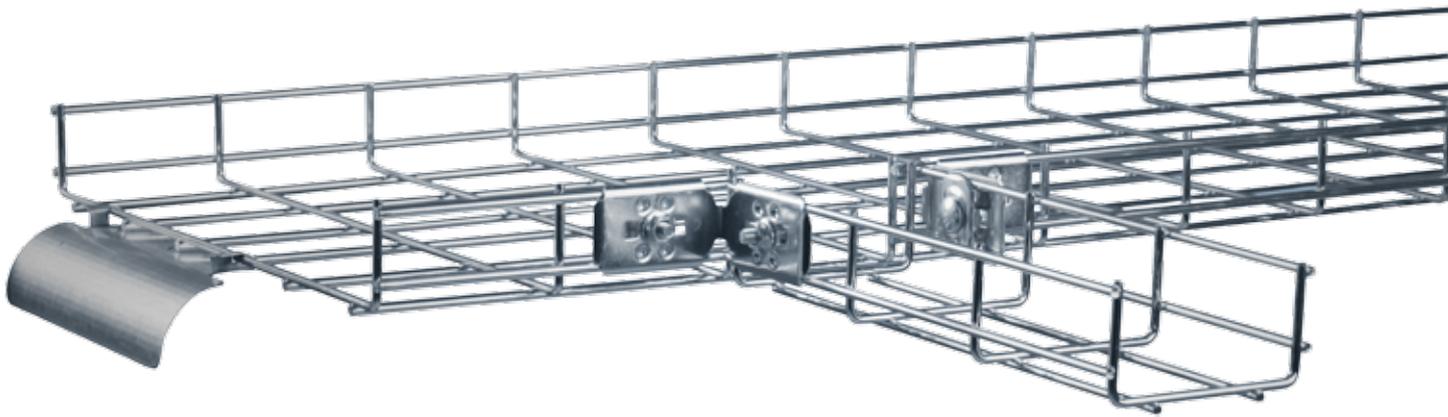
### Per-Åke Andersson, CEO EAB AB

”It is always nice to be a part of and build other’s dreams in the form of new premises and possibilities. Good cooperation always pays off and we are, of course, proud to be a part of a building project with such expansive and excellent companies like Axelent.”



Per-Åke Andersson,  
CEO EAB AB

Photo: Jesper Pettersson



# Axelent Wire Tray increases its capacity in new halls

An increased demand for Axelent Wire Tray products has caused us to expand our warehouse capacity. In the new 2,500 m<sup>2</sup> halls we handle diverse orders, everything from single wire trays to filling entire trucks with wire trays and accessories.

## Efficiency

This broad spectrum of orders sets high demands on our internal logistics, speed, flexibility and quality. In our new halls we have been able to further streamline our internal flow so that we can serve our customers and partners in the best possible way today and in the future.

## We are expanding our market

Axelent Wire Tray has been expanding its market during the past year and is now available in Scandinavia, Germany, Russia, England, Switzerland, Austria, Chile and North America to name a few.



# Remembering Folke and Helge

Where does corporate culture come from? There's lots of books, advice and articles written on the subject. But the culture in this case doesn't come from books but from people who stood by their beliefs about creating something completely from their own ideas and certainties about how things should be run. They are the role models. Icons albeit within a small niche.

Mention Folke and Helge in Hillerstorp and no last names are necessary. It is a concept, synonymous with a smarter idea about products of wire and pipe.

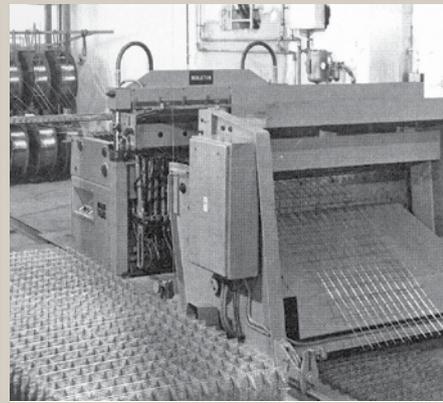
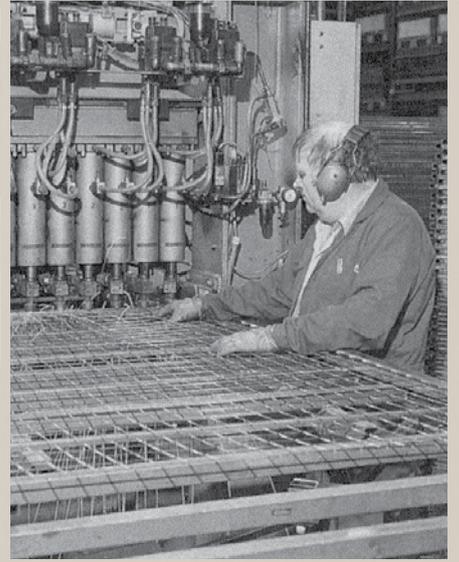
**Two brothers.** With the same values and outlook on things, but with completely different personalities. Folke, who loved to think strategically, a visionary and who was incredibly results oriented. Helge, who was the big problem solver who never gave in and who was a master at getting production to work. On December 3rd, 2010 Helge left us and on June 12th of this year Folke left us as well.

But, when we at Axelent think of the future, they are still with us, not least in the form of the corporate culture they created and that now lives on and continues to develop. Both were active with us to the very end.

In 1955, four brothers, Erik, Helge, Sven and Folke Axelsson started the company Troax AB. In the beginning

it was mostly about subcontracting but during the 70's the company started to manufacture its own standard products in pipe and wire. Most well-known is surely the period furniture for home and garden that was manufactured at that time. During the time they ran Troax, one thing the brothers learned was that it was always about investing and thinking one step ahead. That the market in Sweden was too small, in other words, if you want to grow you have to export. In 1985 they decided to sell Troax. The years that followed formed new ideas and in 1990 the four Axelsson cousins Stefan (Folke's son), Johan, Mikael and Per-Åke (Helge's sons), started the company Axelent AB. Although they weren't owners, Folke and Helge were extremely involved and active in the company, in their roles as CEO and Chief Production Officer.





# Product News

# X-Guard<sup>®</sup> continues to develop

Our X-Guard Machine Guard System constantly receives new users and settles in well in new industrial environments. The entire concept that is based on functionality and a smart system approach is proven time and time again. We never see it as a finished system, instead we constantly listen to our market and our customers in order to improve and develop. That is why, during 2014 we will not offer less than 10 new ways in which we develop X-Guard into an even better system.

## New smart packing on the way! Better for the environment, the customer and us

At the moment we are in the process of changing our packing system at X-Pack. From now on we will nail together all pallets to order. By doing this, we reduce our packing transports to Axelent from 2-3 trucks per week to 1 truck every other week. Instead of a pallet collar we have a packing sheet that absorbs shock and holds the goods in place in a better way.

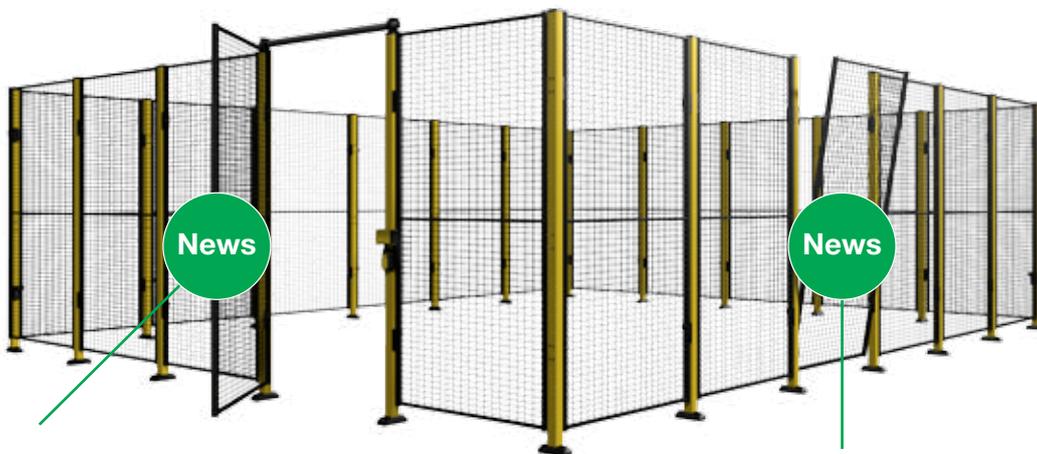
## All in one box!

Small goods are now available for packing in separate boxes that are labeled with the contents. Anything to make assembly as smooth and correct as possible.

## New international standard for machine protection on the way!

### A help for you as a machine builder!

ISO 14120 "*Safety of machinery - Guards - General requirements for the design and construction of fixed and movable guards*" is the name of the new international standard that is now under way and that will most likely come into play during 2014. Axelent is involved in the work and we will get back to you with more information soon.



## Completely new lock!

We can also say that during the first part of 2014 we will launch a completely new concept concerning lock functions on our mesh doors. In close cooperation with Axelent Engineering we have a completely different, smart, good-looking and even safer way to handle lock function. More about this in upcoming X-News!

Here, a smart solution is being developed.



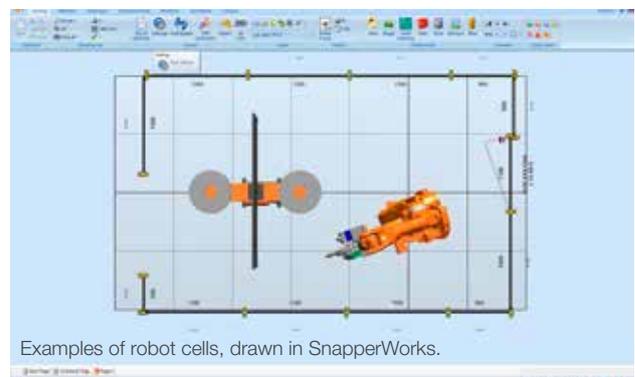
# Axelent Step-files

## A natural step for Axelent – a gigantic step for the user

After a trial of our so called STEP-files for a period, we are now not only confident that it works well, we have already found evidence of the incredible amount of time it saves our customers and, not least, ensures that everything is correct and included in the order. We have created this very smart configuration together with Axelent Engineering – yet another example of what possibilities our All Inclusive concept offers when we at Axelent can combine excellence in engineering, programming and manufacturing.

### This is how it works!

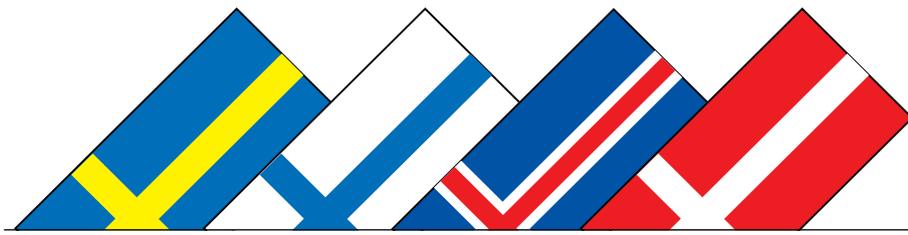
- You draw your machine guard in Axelent's SnapperWorks or take a screenshot from RobotStudio of a robot cell. The image is then entered into SnapperWorks to more simply be able to draw the guard as it was intended.
- Click on the icon that comes up in the program, enter the drawing number and e-mail address and then click on send.
- The drawing is sent automatically to us and configured which ensures that everything fits together. An itemized order list is generated automatically.
- Within a few minutes you will receive a confirmation with a link by e-mail.
- Click on the link and your STEP-file will download.
- Then just move the file into your 3D program and the machine guard automatically adjusts to your 3D environment.
- Done!



Examples of robot cells, drawn in SnapperWorks.

### NOTE!

At the moment, we have simplified the layout so that the file will not be too large. In the future you will be able to choose if you want a simple or complete 3D drawing.  
NOTE! Now, we can generate files suited to different 3D environments. If you need an STL file instead, we can even arrange that.



# All Time High

## for Axelent Nordic Sales Group

### We are growing big in Norway

October was an All Time High for our Nordic sales team. One of our major emerging countries in the Nordic Sales Group is Norway. We have done a fantastic job in construction through our storage solutions but we can also be happy about several exciting projects for our machine guards.



#### Natre

**Natre Vindue AS is made up of four factories in Norway that all produce windows and doors. The company has 240 employees and revenues about NOK 400 million.**

The products are distributed through a broad network of retailers above all in the Norwegian market but even to customers in Sweden, England and Japan. Above all, Natre has become famous for its quality, design, service and practical solutions.

Axelent has delivered X-Guard to the company's facilities in Gjøvik and Meråker.

"We wanted a system that suited our quality, safety and design demands," says Merethe Øye Johnsen, Supply Chain Manager at Natre AS.

We are growing in Finland

### New cooperation with Yaskawa



Axelent is delighted that the robot manufacturer also chose our X-Guard system for their robots on the Finnish market.



Hanne Andersen,  
Process Manager at  
Amcor A/S



## Amcor in Denmark chooses Axelent

Amcor is the world's biggest packaging company. Axelent has delivered a 45 meter long machine guard system including X-Tray cable ladders to the company's facility in Danish Horsens. The facility is used for coffee and tobacco packaging mainly for export.

But even packaging for the medical industry will be run in the facility which is supplied by Eltronic A/S.

### Hanne Andersen, Process Manager at Amcor A/S

"We chose Axelent because they were able to offer us a complete solution within machine safety where even cable ladders were included. This saves us a lot of time in assembly and enables us to start up our facility that much faster. It only took two days to get everything ready."

"We appreciate even the smart solutions available in X-Guard which adds to the safety aspect even more."



## Weiss in Denmark chooses X-Guard



WEISS A/S supplies combustion facilities for biofuel primarily to process industries and remote heating plants in Europe. Axelent has been a supplier to Weiss for several years.

### Ole Christensen, Project Manager, Weiss A/S

"We have been using Axelent's machine guard solutions for several facilities here in Jylland because X-Guard is so easy and works so well with our projects. We are very satisfied with Axelent as a supplier and will certainly continue to work with them in the future."



# Vive La France!



This time, we received a postcard from our French company BMI-Axelent in Parc Eco-Normandie. One of the companies outside of Sweden that has belonged to Axelent the longest.

## Christian Souabe, CEO BMI-Axelent, France

"We started selling Axelent's products in France in 1991, first through an agent and then from 1994, through our own subsidiary BMI-Axelent.

We focused mainly on the storage business up until 1998. We have also been and are a part of the product development group at Axelent, one example we were involved with and developed was the concept that was named MasterGuard. A machine guard system that was the first step at selling machine guards on the French market."

## 20-year anniversary

"In September we celebrated our 20th anniversary. It has been an exciting journey with challenges and a lot of erudition. When I visited Axelent for the first time in 1991, it was a company with four staff members. It is a great honor for me to still be a part of this company and their successes."



**This month we are launching our second division specializing in “industrial office partitioning” called X-Cube**

### About our company

“Today our total sales are made up of 70 % machine guards in which we have developed recognized expertise. Our customers are spread between machine builders who are our base, retailers and large end clients like Arcelor and Michelin. Our sales are spread over 1,600 customers. Now, we are now a team of 12, divided into drawing offices, logistics, sales and administration, purchasing, economy and marketing.

### Axelent has changed the industry

“Axelent has always chosen to invest in machines and product development. Being different and thinking outside the box has made Axelent change the way mesh walls can be sold – from just selling a hard price pressed product to turning service, safety and reliability into marketable added value. Axelent’s main strengths are definitely innovative desire, speed and the trust that the customers have for us.”

### The advantages of belonging to the Axelent Group

“There are many advantages to belonging to the Axelent Group. We can share experiences, give our input and discuss future projects. Being a part of Axelent gives us the possibility to have shared goals with a trustworthy owner and partner.”

### Swedish products have a good reputation

“Here in France, Swedish products have a very good reputation thanks to successful companies like IKEA and Volvo. Reliability, cost effectiveness and good quality are the characteristics associated with Swedish products.”

### An exciting future

“There is still a lot to do together with Axelent. The entire mesh wall industry is growing and we see possibilities within both logistics and machine guards. Axelent has chosen to invest in product development to achieve the same good image and product recognition for its logistics products as for their machine guards.

Through their strong brand and extensive expertise Axelent will also diversify its product line to be able to offer more products to existing customers.

We started this process in France in 2011 when we launched our first new product division called X-Secure where we deliver the “protection and labeling” of products.

This month we are launching our second division specializing in “industrial office partitioning” called X-Cube. The future will be very exciting.”



# 20-year anniversary celebration at Motek

In 1993, Axelent was established as a GmbH on the German market and today the German Headquarters is located in Stuttgart. At the Motek International Trade Fair in Stuttgart in October, the 20-year-old Axelent GmbH had a big celebration with customers, partners, suppliers and the management of Axelent AB in Sweden. Harald Steidle, Business Area Manager in Germany was both proud and grateful when he welcomed all of the partners and customers. Axelent had even invited two players from our partner the Stuttgarter Kickers. Defenders Julian Leist and Marc Stein shot, among other things, some balls at the Axelent Goalwall. Axelent GmbH consists of 17 colleagues that deliver to over 700 customers per year.

# Merry X-mas

In closing we would like to thank all of our customers, suppliers and readers of X-News for a fantastic 2013. Thanks to you, we can look back on some very productive years but also look forward to a new year with new possibilities and challenges.

We are open all non-holiday days in December 2013 and January 2014.

*From all of us at Axelent to all of you  
A Merry Christmas and a very Happy New Year!*

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