

XNEWS

No. 1 · 2014

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

Intensifying focus on product development

**Meet Carl-Johan
– new plant manager
at Axelent**

**”A challenge I want to bring
to new levels”**



There is no shortcut to success

We need to manufacture good products and develop our mindset all the time

THAT TIME IS LONG GONE when we were the only ones with a certain product on the market. Purely functional qualities are not enough anymore, you need to deliver more and develop the concept all the time. It is demanding, but at the same time, very fun and challenging.

Demands and competition are driving forces

"At Axelent we know there are no shortcuts to success. Instead of seeing increased demands from customers and fierce competition as problems, we see them as driving forces. We always try to find a combination where we deliver what is expected of us and add that which enables customers to continue to choose Axelent – and do it because they know that we evolve and always deliver a great product. It should be a mix of security and participation in a successful team that provides important reasons for choosing us."

The right conditions

"In this issue we give a few examples of how we are working to make the above possible. It does not happen on its own, we must establish the right conditions.

Our new plant manager Carl-Johan Lundgren, for example, has exciting ideas about how production can be developed. We also plan to intensify our focus on product development, which feels very natural now that we've got such a powerful addition to the organization through Axelent Engineering's design team in Huskvarna."

It's going well now!

"Looking at the results from 2013 and we can confirm that it was a very good year for us, including some real highs which are excellent. Even 2014 has started well. It feels as if there is good momentum in the industry now with major investments in automation and safety. It gives us more energy to do an even better job for our customers. In other words: It's going well now!"

Stefan Axelsson
Marketing Manager





Meet us at the trade fair!

GERMANY

USA

Automatica

3-6 June
Munich

Modex 2014

17-20 March
Atlanta

Motek 2014

7-9 October
Stuttgart

Fabtech 2014

11-13 November
Atlanta

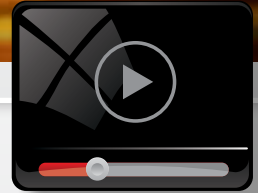
X-Guard®

THE ONLY MACHINE GUARD NEEDED

Watch the Movie

X-Guard – One System, 1,000 benefits.

Watch it at www.axelent.com



Developed to suit everyone...

The Economist
gives it 5+

The Safety Officer
chooses it again and again

Co-workers
like to work with X-Guard

The Manager
feels very secure

The Technician
is very interested

The Esthete
is clearly impressed

What do **you** think?

X-Guard is the complete machine guard adapted to all types of industries. Initially X-Guard was developed as a flexible and smart system so that you, the customer, could feel safe with a single machine guard choice.



The Economist gives it 5+

Because X-Guard is built from standard modules that can easily be rearranged, from doors to panels and a wide range of accessories, the machine guard can be changed and adjusted as production changes. Assembly is quick and easy, which also saves valuable money.



Co-workers like to work with X-Guard

So simple and easy to work with in a production environment. Easy to adjust if necessary. With the right accessories and our Quick-On system with "neat-and-tidy products" each workstation can be designed in an optimal way.

X-Guard® One System, 1,000 benefits



The Technician is very interested

Technicians, users, designers and customers have been involved in the development of X-Guard so that it could be as functional as possible. The X-Guard is full of clever details that will definitely be of great interest for technicians.



The Esthete is clearly impressed

The Esthete will appreciate that we also thought about design. X-Guard gives a slim and light impression which does not hide the machine or plant that is to be protected. X-Guard, as the only machine guard on the market, is also available with rounded corners – another detail that is guaranteed to impress.



The Safety Officer chooses it again and again

X-Guard is authorized under the Machinery Directive 2006/42/EC, but there is so much more that makes it an extremely safe machine guard.



The Manager feels very secure

Naturally, those who have overall responsibility for activities should also feel that X-Guard is the right choice. Good overall economy, very high safety standards, flexibility and user friendliness as well as very professional looking production and efficient flow makes you feel very confident with X-Guard.



Carl-Johan Lundgren. New Plant Manager at Axelent AB in Hillerstorp

”A challenge I want to bring to new levels”



On 1 November 2013 Carl-Johan Lundgren started as Plant Manager in our production in Hillerstorp. Carl-Johan, a.k.a. Calle, is not an entirely new asset to the Axelent Group. We have been fortunate to have him in the group just about since Axelent started, most recently as Department Head at Axelent Engineering. Calle definitely knows. He knows how to best create efficient flows in a production where customer satisfaction is in focus. For this reason, it is particularly exciting to be able to further develop our production with a new plant manager.

Carl-Johan Lundgren:

"I've taken the long road. Started out as a machine operator and then moved on to assembler, Assembly and Post-Sales Manager and most recently as Department Head at Axelent Engineering in Gislaved."

High ambitions

"The advantage of going this route is that I know what I'm talking about and know the difference between when something is impossible and when something can be resolved but requires extra time and dedication. Becoming Plant Manager at Axelent is a really exciting challenge that I meet with a high ambition to do something really great. I appreciate working in a flat organization and am motivated by the entrepreneurship that is deeply rooted and the knowledge that is everywhere in the company."

The customer in focus all the way

"In my new role, I want to put even greater emphasis on customer satisfaction. My goal is to see to it that the entire organization develops a mindset where, at every stage, we ensure customer satisfaction.

Keeping the customer in focus for the entire journey is what counts! An important part of this is always being able to offer fast and guaranteed deliveries. Today we have 96 % delivery guarantee, which is very good, but the goal for 2014 is to raise it to 97.5 %. We will reach it."

New investments now and in the future

"There is absolutely no risk of not filling my days with work. We are facing new investments in production and though we are busy breaking in our new packing machine, we will by the way, expand with an additional machine. We also have other ideas that are still at the concept stage, but wise from experience, I know they will become realities sooner or later. Axelent is definitely never static."



Goals 2014

97.5 %

Today, Axelent's delivery guarantee is 96 %. Our goal for 2014 is 97.5 %

**Grow with us
at Axelent!**

At Axelent, there are all kinds of opportunities for an individual to develop their professional role, something we call Grow with us! In the next issue of X-News, we will devote a larger article to employees who have experienced career advancements at Axelent.



New SIS-symbol

Axelent participates in standardization work in collaboration with SIS, Swedish Standards Institute.



X-Pack 2.0

New!
Digital packing lists

Nowadays, we use digital packing lists to facilitate, streamline and secure our deliveries in an even better way.



Focus on better and more environmentally packaging



The test run of our new packaging and self-developed X-Pack 2.0 is now complete and we have gradually started delivering the new pallets to customers. This is an effort that primarily benefits the environment but also means easier handling for our customers and ourselves.

Carl-Johan Lundgren:

"Actually, it's about reducing material and customizing the pallets entirely based on what is to be delivered. Instead of a pallet collar we have a packing sheet that absorbs shock and holds the goods in place in a better way.

Three sizes - less spillage

"We used to use only one size pallet, making them bulkier than necessary. The pallets took up more space in the trucks and there was more waste for the customer to take care of. Now we have three sizes and all in all, we save on many trucks per year."

Two machines to cope with the pressure

"The pallets are sealed with a brand new machine developed and delivered by Axelent Engineering. We will get another sealing machine in March to help cope with the pressures of the orders we have."

AXELENT ENGINEERING

”Knowledge creates profitable flow. Not machines”

AUTOMATION SMÅLAND is a project for regional competitors. The goal is to strengthen the automation industry in Småland and its environs. Axelent Engineering is one of the member companies and is responsible for stimulating industry innovation through knowledge.

At Axelent Engineering we also see membership as an excellent way to engage with our customers in a different forum, thus further strengthening competitiveness regionally.

At the last conference, held on January 27th, Richard Skogward gave an inspiring lecture entitled *”Creating reality before it happens”*. In this lecture, he emphasized that knowledge and the interaction between different skill sets combined with new software represents the modern, and perhaps decisive, way of working with product and production development now and in the future.



Sven's tips!



Adjusting the sliding door. Loosen the lock nut, attach a key to the key grip in the shaft, adjust, lock nut. Done!



Double post - double protection



Hitch lock supplemented with non-contact switch

”Behind the visible are numerous features”

UNDER THE HEADLINE SVEN'S TIPS we will present tips and benefits of Axelent products that may not be known or visible, but definitely make our products popular, easy to use and functional. Sven Toftgård is our Product Manager and a master at finding new features and capabilities in our systems.

Adjusting the sliding door - done in a jiffy!

”Already during the planning phase of the X-Guard range years ago, we put great emphasis on including smart solutions and functions based on the experience we had accumulated over the years. A small example is that, if for some reason there is a need to adjust the angle of the movable door panel in a sliding door, you can easily fix it without having to remove the door panel. The threaded shaft in rail runner is adjustable. Loosen the lock nut, attach a key to the key grip in the shaft, adjust, lock nut. Done!”

Double post - double protection

”Our post, 50 x 100 mm, makes it possible to easily mount two panels on the same post. One from the outside and one from the inside. The need for expanded protection can be, for example, at an operator space adjacent to a robot cell.”

Non-contact switch - perfect for wet or dirty environments

”The picture above shows our hitch lock, supplemented by a non-contact switch. A very popular combination. The switch signals to the control system that the door is closed. The lock ensures that the door is mechanically closed and the spring-loaded handle prevents slamming the door "by accident". An active hand movement is required. Accessories include a lockable handle.”

Axelent stocks non-contact switches. They tolerate warped doors and gates very well. They use RFID technology for coding. The highest level of security, PLe, SIL3 applies, which is also met when several switch series are connected. Can be connected to standard safety relays. They have LED indicators showing the status.

Thanks to good protection classification, they can easily be used in wet and dirty environments.



Back side hitch lock, adjustable handle included



Increased focus on product development

Changes in the organization and increased expertise within the group are steps along the way in Axelent's development strategy, where we will increase our focus on continuous product and production development.

The acquisition of Axelent Engineering, and in turn, their acquisition of Innoqlura in Huskvarna, has been a conscious effort by Axelent. The aim is to strengthen and develop our knowledge not only about security but also the environment in which our products work – within industry and production. We want to create a unique concept that is hard to copy and in which we become a partner rather than a supplier among the masses.

Johan Axelsson, Product Development Manager at Axelent AB:

"Now that we have Calle as Plant Manager, I can devote myself more to product development and production of new products and machines. This is not something you can do yourself, but requires collaboration between different functions and capabilities. For this reason, we have set up and an internal product development council actively working with layout, design, development, prototyping and testing, in part a more strategic council in which we also include sales, marketing and brand developing expertise."

Smart and safe

"We do not work with consumer goods or consumer products. We live in a world that revolves around security, automation and production development. This is why demands to frequently come up with entirely new products are not very relevant. It often takes a very long time from idea to finished product, because everything must be thoroughly tested and often operate in a system. Despite this, it is extremely important that our X is associated with smart and safe solutions in all situations. We will bring safety into the future."

Above image. Axelent's Strategic Product Council: From left, Lars Svensson, Stefan Axelsson, Richard Skogward and Johan Axelsson. Missing: Agneta Boman.



New partnership with PFLITSCH

"Wire Tray fits perfectly into our portfolio and meets our high standards of quality, functionality and safety."

Carsten Wohlrath, PFLITSCH Sales Director



Axellent Wire Tray has entered into a partnership with PFLITSCH GmbH Co. KG from Hückeswagen Germany for distribution of Wire Trays and accessories to the German market. PFLITSCH has a long tradition of supplying the German market with quality products for cable routeing.

Andreas Gotmark, CEO Axellent Wire Tray AB

"As a producer of cable glands and trunking systems our wire trays fit perfectly into their product portfolio. PFLITSCH, with their large customer base within fields such as machinery and equipment, robotics and automation and food industry will allow us to develop our product for a market with high demands on quality and service. With a strong and highly competent sales organization, we have great expectations in together developing our position on the important German market."

"At Axellent Wire Tray, we are very proud of this agreement since PFLITSCH is a partner with great expertise and knowledge of the market and its requirements".

Facts PFLITSCH

PFLITSCH is a German, global company specializing in innovative, practical and safe industrial cable management. Its product range has over 12,000 system components that are combined with service and support from the planning phase to the time the components are ready to install.

For more information visit www.pflitsch.de

NEW CEO at Axelent Wire Tray

ANDREAS GOTMARK

Andreas Gotmark began at Axelent AB in 2005 at customer support in Hillerstorp. In 2007 he moved to the United States, to advance further within Axelent Inc. in Chicago. He stayed there for three years and helped to build up the U.S. market before returning to Sweden in 2010. Back home, Andreas first worked for a while at Axelent Engineering AB, but then became acting director at Axelent GmbH in Stuttgart. In recent years, he has been working at Axelent Wire Tray as Sales Manager.

"It's incredibly exciting to be involved in developing a new company in this way. Axelent Wire Tray profiles itself as a knowledgeable and quality focused company where we do not sell parts but instead, a whole concept. We offer the customer a great product range, but it's our service and knowledge that will be crucial when customers choose us."

Markets for growth

"We are working in a growing market. Cable routing systems that create good flow are in great need in many industries and sectors. We have chosen to place ourselves in a premium segment in order to distinguish ourselves and thus avoid having to constantly compete with low-cost products. Our customers should have high standards, that's when we're at our best."



Specially developed for Axelent AB

"Our X-Tray system is also specially developed for Axelent AB's products and it's obviously a strength for Axelent be able to include not only machine guards in their proposals, but also custom-made wire trays. You have to constantly find distinctive characteristics that make us unique."



Take a closer look at... X-Tray Mini

When it comes to, for example, wire trays for locks and safety switches we would like to highlight our X-Tray Mini. Now we are launching the X-Tray Mini as new stock item. Mini Cable Tray with dimensions 30 x 22 mm, 40 x 22 mm and 40 x 32 mm.

Smarter solutions. Faster installations

Forget solutions with plastic tubing and custom sheet metal ducts. X-Tray Mini has already thought of installation and logistics during the idea phase. Cut and bend at the installation site, so you get the best solution and avoid complicated accessories. X-Tray Mini can be mounted or welded directly to machine parts. A light, stylish and convenient solution that also collects less dirt.

EAB AND AXELENT COLLABORATING IN A MUCH TALKED-ABOUT PROJECT FOR BERGENDAHLS

18,000 m² anti-collapse for 29 meter crane warehouse

Background

BERGENDAHLS FOOD ventures into what they call Future Supply Chain, with an expansion of a crane warehouse at the main warehouse in Hässleholm. The initiative includes both new work methods and managing increased volumes. The new crane warehouse combined with a narrow-aisle warehouse enables food and specialty items to be handled in the same warehouse in Hässleholm, instead of storing the inventory of specialty items in Höör, as it is now. It leads to less environmental impact, efficient logistics and improved service to boutiques.

The extension includes 11,000 m² divided in 5,000 m² of crane warehouse, 5 000 m² of narrow aisle warehouse and 1,000 m² of connecting areas.



Swisslog Partille is the prime contractor for the project and has turned to EAB in Smålandsstenar for the supply and installation of pallet racks, mezzanines, processing tracks and bumpers. EAB has in turn hired Axelent AB for pallet rack anti-collapses and roof protections for ceilings.

Niclas Svensson, planner at EAB

"This is a really special warehouse that, with its height of 29 meters, will be a prominent part of the skyline of the industrial area Låreda in southern Hässleholm. It is the tallest crane warehouse area that we have ever delivered to. Special lifts were hired to do the assembly at the top. Normal height for crane warehouse tends to be around 20 meters."

Sven-Erik Andersson, sales at Axelent AB

"18,000 m² anti-collapse is quite a bit. We think it is great fun to work with EAB in a project like this where order, quality and function have been guiding principles throughout the project. All spill and roof protections are painted in grey, which makes the entire system uniform and sharp."

Facts Bergendahls

Bergendahls Food is the competitor who is growing the most within the Swedish perishables sector. The company has about 3,000 employees, sales of SEK 9 billion and operates both by wholesale and in its own stores, City Gross and EKO, as well as in cooperation with independently owned stores in areas such as The Swedish Matrebellan and Matöppet.

For more information visit www.bergendahls.se



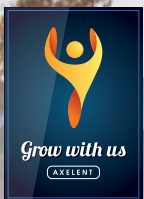
New in Sales Axelent Ltd

JOHN HUNTER

Axelent Ltd in the UK continues to grow and we now welcome our new sales representative for northern England, John Hunter.

John has already presented himself to many of our loyal customers and we hope he continues to build relationships as Axelent Ltd continues to expand.





Harald Steidle, new CEO at Axelent GmbH

Continued focus in Germany



Harald Steidle was appointed to the position of CEO at Axelent GmbH on 1 January 2014. Harald started at Axelent GmbH in 2006 and began his career there as a marketing assistant at customer support. He remained at that post until 2008 when he went on to become Sales and Marketing Manager. In 2012 it was time for new challenges and he took over as Business Manager at Axelent GmbH. He keeps this position today even as he takes over as CEO.

Harald Steidle

"Axelent GmbH has successfully development and it is great to see that the daily hard work is directly linked to the company's success. In my new position as CEO, I see a lot of chances to preserve and develop Axelent's position as one of the market leaders in machine guards in Germany. Everyone knows that Germany is a very important market for Axelent."

Mats Hildning CEO Axelent

"We have big plans for the continued success of Axelent GmbH. Harald has, with his comprehensive knowledge within Axelent, both from marketing and as a leader, all the qualities to lead Axelent GmbH forward. This is a natural step in our expansion and part of our development to become more locally anchored in one of our most important markets, Germany," says Mats Hildning, CEO Axelent AB.

Postcard from our agent in South Africa

Yaskawa Southern Africa (Pty) Limited Robotics Division



YASKAWA became an agent for Axelent on the South African market 1 November 2005. We sell mainly Yaskawa robots. There are 37 employees here working in the industry in general, the automotive industry in particular.



From left: Kurt Rosenberg, Sales Director, YASKAWA Southern Africa (Pty) Ltd, Manfred Stern - President and COO, YASKAWA Europe GmbH, Koichi Takamiya, Chairman / CEO / Regional Head YASKAWA Europe GmbH, Terry Rosenberg, Managing Director, YASKAWA Southern Africa (Pty) Ltd, Sonohara Yoshimitsu, General Manager, Business Planning, YASKAWA Europe GmbH.

Simple and convenient

We think Axelent's main strengths are simplicity, functionality and product flexibility in installation and additions. Belonging to the Axelent Group is a great advantage as they always gives us quick service and products with reliable quality.

Appreciates local player

Our customers consider Axelent to have very high quality products and they appreciate that Axelent has a local player here in South Africa.

Positive future

The future looks very positive. We have received increased exposure as more and more X-Guard systems are installed in South Africa. We also see good opportunities to expand the market through new distribution partners and agents in the South African region.

*Paul Sweet, Sales Engineer
Yaskawa Southern Africa (Pty) Limited*



Upgraded security at the sawmills



Several sawmills have recently upgraded their sawing lines, security customized and streamlined facilities, to get a better yield. This is also true at the sawmills in Frödinge, Mönsterås and Widtsköfle in Skåne, in which Axelent machine guards were chosen.

Christer Karlsson
CEO Frödinge Sägverk

New directives and increased requirements in terms of safety can, if you have the right attitude, be the beginning of an exciting new phase of development in a company. The sawmilling industry has in recent years been forced to review its safety and efficiency to match market demands and fierce competition. Axelent has extensive experience in the sawmill industry and is happy to be the speaking partner and supplier of an overall concept when combining both safety compliance and efficient production.

An example of a successful development is the family run sawmill in Frödinge, which has now invested in both efficient machinery and safety.

Investment in different phases

“We have an investment plan in which we have analyzed the activities in different stages. Now we have invested 13 million in this round,” says CEO Christer Karlsson, whose grandfather started the sawmill. “We have moved and upgraded the edger and installed some other new parts. We also renovated and upgraded every saw and changed all electricity. A new log loader and automatic log rotator are further investments in the sawmill.”



ATA TIMBER WIDTSKÖFLE chose Axelent doors and fencings at the new straight cutting line that AriVislanda built up in Widtsköfle, a part of Skåne. Pictured Kennet Oscarsson, Ari Vislanda and sawmill manager Greger Jansson.

Source: Magazine Jord & Skog i Blickpunkt
All photos: Thomas Edgren

LEFT

The reduction band line has been upgraded. Frödinge Sågverk's Christer Karlsson, to right, with Lennart Svensson from partner Söderhamn Eriksson. While the upgrade has been made, they have implemented an important safety compliance of the saw with fencing and doors from, among others, Axelent.

THIS PAGE

Two years ago the purchasing company Frödinge Skog was formed and Joakim Rosén, Jonas Persson and Kristoffer Bjärker (not in picture) divided the region between themselves.

While the upgrade has been made, they have implemented an important safety compliance of the saw with fencing and doors from, among others, Axelent.

All Inclusive at Axelent

IN THE AXELENT GROUP we have all the possibilities to combine the knowledge and products to create a both safe and effective industry. Axelent Engineering has extensive experience in automation and flow optimization. Axelent offers products and expertise in everything from risk assessment to delivery, installation, training and approved facility.

Please contact Sven-Erik Andersson for more information, mobile phone: +46 (0)72 718 37 37.

ALL
INCLUSIVE

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