

XNEWS



No. 4 · 2016

Axelent, Machine Safety, Warehouse Partitioning · **Axelent Wire Tray**, Cable Management System
Axelent Engineering, Automation, PLM & Design · **Axelent Software**, Software solutions



Made in Hillerstorp. Works global.

2016 was a very good year for the Axelent family. It is always gratifying when hard work pays off. Axelent is growing, not only in Sweden but on a global level, which is clear to see in this issue of X-News.

A favourable economic climate not only has a positive impact on our situation, it also allows us to reap the benefits from previous work. Axelent has strengthened its position in several markets, including new regions, and the future is looking exceedingly bright.

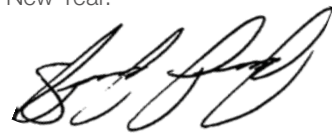
Axelent is investing in the future

During the year we have seen an increasing demand for our products so have decided to invest in the premises and machinery in Hillerstorp. We are expanding the production area (next page) to meet the increasing demand from both domestic and global markets. Our products and services are attracting widespread interest and some markets are performing extraordinarily well, not only here in Sweden but in North America, Europe and Asia as well.

Safety Book on your wish list

In a past issue of X-News we wrote about our unique Axelent Safety Book. The book is already in use in Germany and our English-speaking countries, and language versions will soon be available for Sweden, France, Belgium, the Netherlands and Spain. We have displayed the book behind protective glass at trade fairs and have caused quite a stir. The list of Swedish orders is very long. The book is due for distribution in early 2017. See it as a late Christmas present!

I wish all our readers a Merry Christmas and a Happy New Year.



Stefan Axelsson, Export Manager, Axelent AB



New flagship ready for Christmas

Axelent in Hillerstorp is expanding by roughly 4,000 square metres. The new premises will contain production space, a delivery bay and a sports hall.

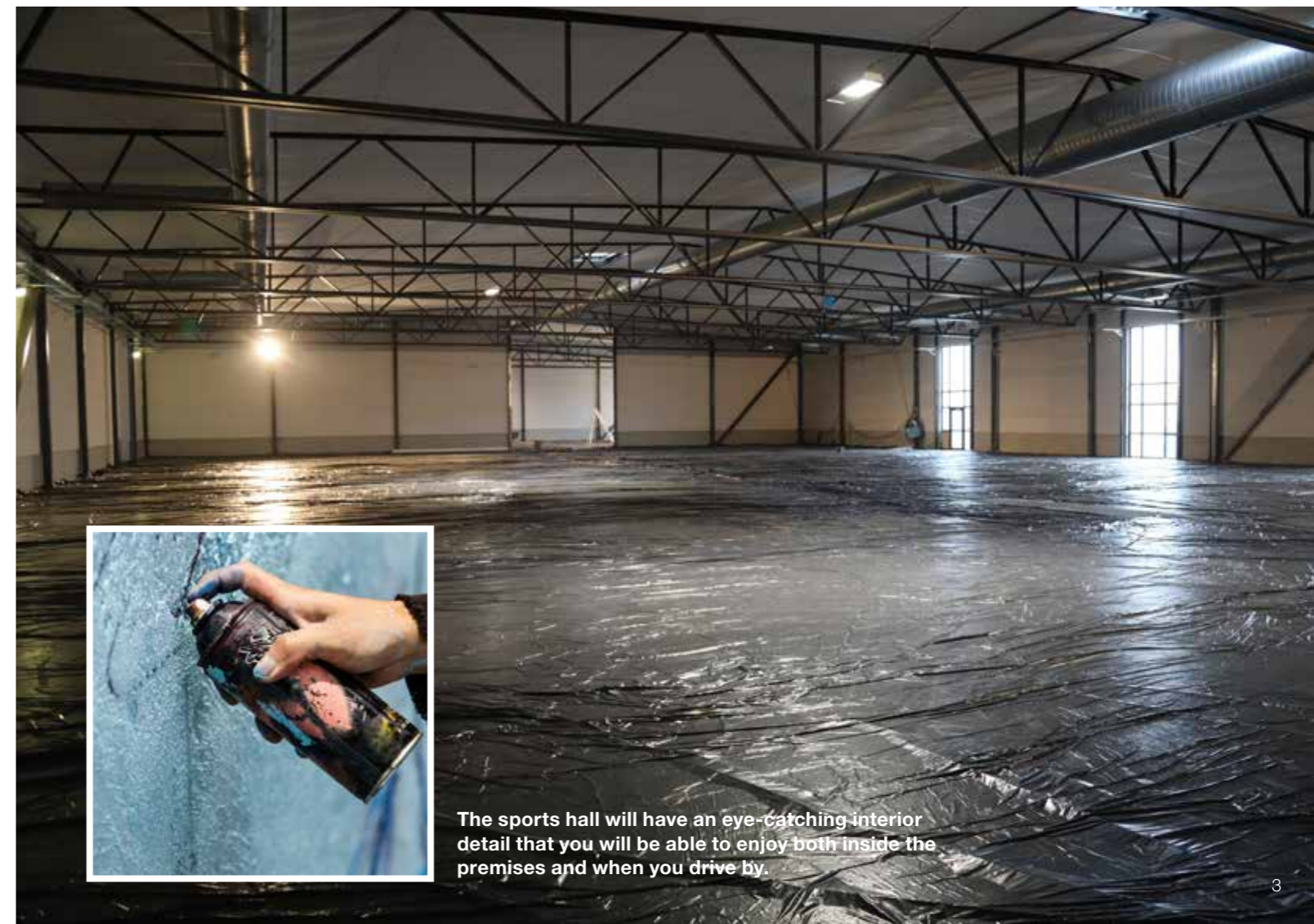
Johan Axelsson, project manager for the scheme, Axelent AB:

"We needed to expand due to our investment in new production lines. We also needed a larger delivery bay because of the increase in incoming materials. The scheme improves the outdoor environment as well, for us and the local people, as we will now be storing skips and other containers indoors."

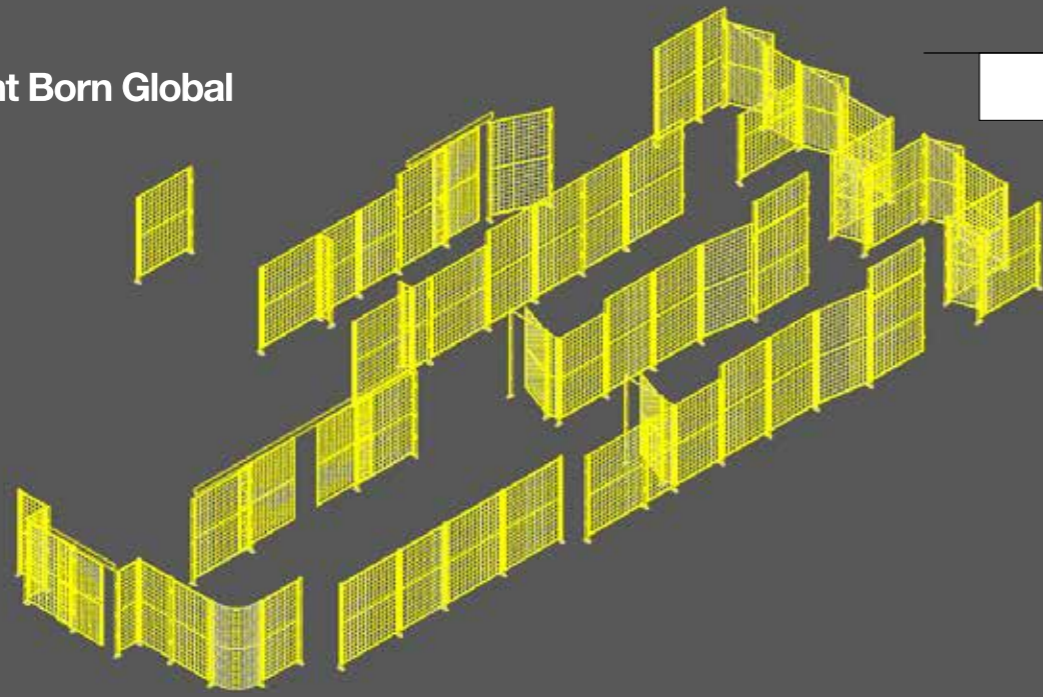
Axelent investing in employee health & fitness

A large part of the new premises will contain a sports hall with facilities for sports like floorball, football and badminton. Also (according to Johan), the world's most technologically advanced spinning bikes. To round it all off, there are also changing rooms and a sauna.

» The inauguration is planned for the first quarter of 2017.



The sports hall will have an eye-catching interior detail that you will be able to enjoy both inside the premises and when you drive by.



Axelent and Soco System – a successful partnership

1



2

Axelent is a global market leader in machine safety. Soco System is a world leader in packaging products. A few years ago the two companies began a successful partnership within packaging solutions.

Michaela Ahlberg, Sales Manager for Denmark and Norway, Axelent AB:

"We are very satisfied with our collaboration with Soco System. It all began a few years back when, after a good deal of persuasion, I finally got them to test Axelent's machine guards in connection with a project (they were using another supplier at the time). Not long after I invited them to the parent company in Hillerstorp where they spent two days visiting the production plant and meeting customer service and the management team. I don't know if it was the visit that convinced them of Axelent's excellence (during the round tour, Calle the plant manager solved some of their customer-related problems), but this was the start of a very good partnership for all concerned.

One prime example was our delivery of 90 metres of machine guards and ten doors (see drawing above) to a dairy in Egypt. We also sent some extra materials and 16 extra X-locks to supplement / replace existing locks."

Claus Rasmussen, Project Manager, Soco System A/S:

"We've known about Axelent for some time but chose to use other solutions. The technical finesse and the quality of Axelent guards was the perfect match for a large order from a new customer in north Africa. In this case it wasn't the price that was the deciding factor. We switched to Axelent for the quality of a tried and tested product. Axelent partitions are also easy to assemble and install. Smart solutions like X-Key and Cutting Kit are a blessing for assemblers working far from home."



Image 1: Drawing of the project

Image 2: (from left to right) Bjørk Andersen, Sushma Rani and Claus Rasmussen, Soco System A/S

Image 3: Sushma Rani and Bjørk Andersen



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We are very satisfied with Axelent. Efficient sales and service, speedy deliveries and customised packaging. I'm convinced that Axelent will continue to listen to its customers and develop the technical solutions demanded by the market."

Facts | Soco System A/S

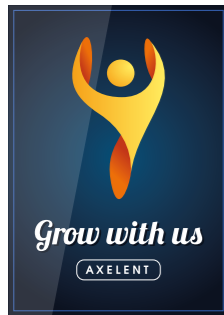
Soco System A/S was founded in 1961 and is now a world leader in the development and production of packaging machinery, equipment and turnkey handling and packing solutions.

- 2 plants in Denmark
- 6 subsidiaries in: UK, France, Germany, Spain, USA and Hungary
- A workforce of 180
- A global network of 50 agents
- More than 80,000 carton sealers in operation
- More than 100,000 metres of roller conveyors
- More than 600 pallet loaders and palletising robots in operation (first one installed 1986)



One new face and one 'old'

We welcome Dragan Urosevic to Axelent AB. Dragan is our new sales rep for machine guards and will cover the Mälaren Valley northwards. We would also like to present a well-known face at Axelent, but now in a new role. Andreas Gotmark has been Sales Manager at Axelent AB since September. We wish Dragan and Andreas all the best in their new positions.



Andreas Gotmark,
Axelent AB »

Dragan Urosevic,
Axelent AB »

What is your background?

"I was born and raised in Värnamo. After upper secondary school I chose to study political science because I'd always been interested in social issues. With just six months left of the four-year course I decided it was not for me after all and by pure chance I ended up in Axelent's customer service at 24 years of age. I've been at Axelent ever since, but in several different positions.

After two years in customer service I moved to the USA and built up Axelent's business there together with Magnus Lundberg. Three years later I was back in Sweden and Axelent Engineering, but after only three months I was given the task of running the sales operations at Axelent GmbH, so I packed my bags again and moved to Stuttgart. I served as short-term acting MD and when Harald Steidle was appointed MD I moved back to Sweden to manage the wire tray sales. A year later, in 2014, I became MD of Axelent Wire Tray and now, in 2016, I'm Sales Manager at Axelent AB."

What are your greatest strengths as a leader?

"I like to think I'm responsive and explicit. I always try to be there for my colleagues whenever they need coaching or to discuss ideas. I encourage personal responsibility and don't believe you need to control everything from the top down."

What does a normal working day look like?

"I try to answer questions, solve problems and serve as a sounding board for our internal sales team and our sales reps. I plan for the future, keep an eye on the figures and follow up."

What is the most inspiring thing about your job?

"The fact that Axelent is always progressing and on the move. They're not frightened to invest or use unconventional ways to achieve their goals."

Why would you recommend Axelent to people looking for machine and warehouse safety solutions?

"Because we are very customer-oriented and *know* all about safety. We're also speedy and responsive and understand the customer's needs."

5 quickies!

with Andreas Gotmark

City or countryside?
Countryside

Activity or relaxation?
Relaxation

Eat out or at home?
At home

Favourite place?
At home with my family

Hidden talent?
I find cooking very relaxing. Gladly for large parties of up to 40 people.

What is your background?

"My parents are from former Yugoslavia and came to Sweden in the late 1960s. I was seven at the time. My dad got a job at Orrefors as a glassblower and we found ourselves in Gullaskruv. His contract expired after two years and we moved to Hallstahammar in Västmanland province then later to Västerås where I still live.

To some my background may appear motley, but sales and marketing has run through my veins my entire career. On completing an electronics course at the ASEA School of Industry, I studied Marketing and Sales at IHM Business School. One of my first jobs was sales manager at Avis in Västerås county, which taught me a great deal about customer satisfaction and expectation.

After this I worked at a travel agency called Ticket where I sold tickets to the Middle East via Outokumpu, at Sandvik Powdermet AS as a sales engineer and at Calesco as a marketing manager. My most recent job was key account manager at Componenta Wirsbo.

I've been selling Axelent machine guards since November. I'm based in Västerås and cover the Mälaren Valley and the rest of Sweden northwards. I take my passion for sales and marketing with me everywhere I go."

What are your greatest strengths in sales?

"I've experienced many different industries and cultures. This has given me good perception. I've met a wide range of personalities over the years, which has made me astute at reading people and understanding their needs."

What is the most inspiring thing about your job?

The best thing is that no day is like any other and I get the chance to deepen my business relationships with a variety of people.

I find being a company ambassador and representing the brand rather exciting.

Anything else you'd like to tell us about yourself?

My partner and I have lived together for 27 years and we have a son who is 20. Sport has played a big part in my life and I've played both football and handball. The latter at a relatively high level. I'm a qualified football coach.

5 quickies!

with Dragan Urosevic

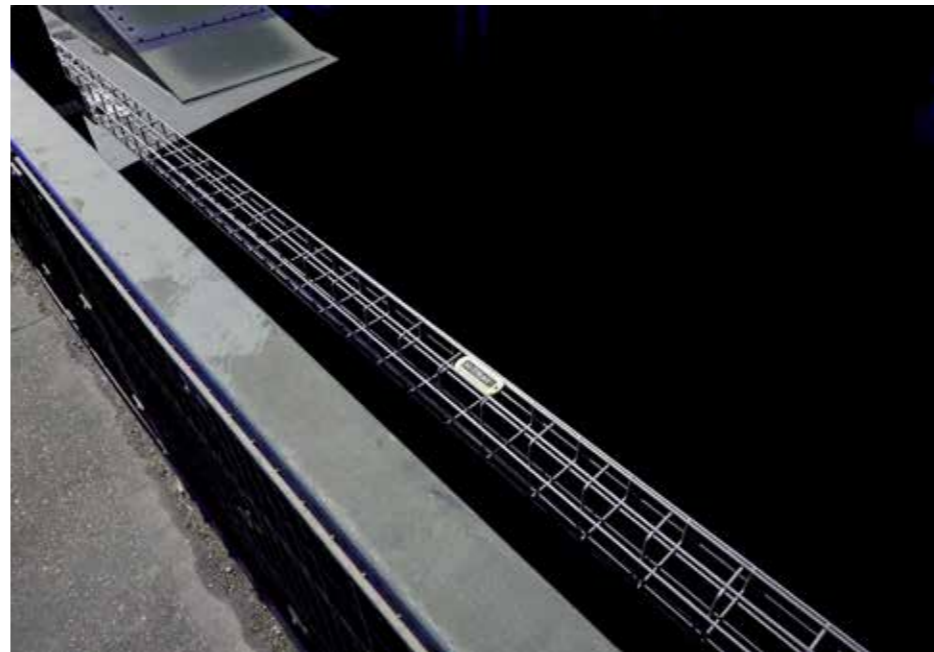
City or countryside?
Countryside

Activity or relaxation?
Activity

Eat out or at home?
Both

Favourite place?
Milan, a perfect mix of food, culture, sport and fashion

Hidden talent?
I've always dreamed of writing a book. I have the title but the story isn't quite ready.



AXELENT AND LASNEK LTD

6 km of X-Tray Lights

London's Motorway Bridge

When the only motorway bridge spanning the River Thames was due an upgrade to energy saving LED lighting, Lasnek Ltd provided the perfect solution using Axelent G type trays.

The Queen Elizabeth II river crossing is located 28 km East of down town London and links the M25 London orbital motorway. With approximately 185,000 vehicles crossing everyday, the 3 km suspension bridge is a major part of London's transport infrastructure.

After 25 years of service a planned upgrade to replace the original lighting with Energy efficient LED lighting was undertaken. Major issues had to be overcome, firstly the new cable required new containment, which for safety reasons has to be mounted on outer side of the bridge. Secondly the mounting of the basket could not interfere with the bridge structure. Thirdly, installation had to be done with the minimum of disruption to traffic flows.

The principle contractor approached Lasnek to provide a solution for both the containment and the supports. Lasnek proposed using the Axelent X-Tray 150 x 120 'G' 316 stainless steel manufactured in 3 m lengths. To reduce installation time Lasnek designed a special bracket clamping the basket at 3 m intervals so not to damage any supports.

Supports and brackets over 6 km

As the distance between supports was not always the same, the basket joint 'moved' relative to each bracket. Using the X5 bracket and the ability to have free location of joints relative to the bracket meant the loading specifications were always maintained.

Engineering solutions reduce the project costs

Using the Axelent X-Tray with the Lasnek brackets meant a team of only 2 persons were required to fit each of the 2000 brackets, with a further team installing the basket in 6 metre sections. All 6 km of X-Trays was installed over a 4 week period during night time lane closures. With the principle contractor charged for lane closures the installation

Facts | Lasnek Ltd

Lasnek is one of the UK's leading manufacturers of stainless steel cable management systems.

Supplying some of the world's leading brands, Lasnek has gained an enviable reputation for a range of high quality fabrications and the experience to provide cable management solutions for any application.

[» lasnek.co.uk](http://lasnek.co.uk)

was completed a head of schedule due to the unique solution provided by Axelent and Lasnek.

Neil Boyd, Sales Director at Lasnek Ltd:

"In comparison to other solutions put forward for this project, the Axelent X-Tray proved to be a practical, timely and efficient solution to a major containment problem, which exceeded all the design specifications. While the innovative Lasnek bracket, fast delivery, coordinated logistics and reduced costs impressed the contractor, the end client was equally as impressed at both the final result and the efficiency of the Axelent / Lasnek partnership"

[» Read more about our X-Tray products at axelent.se/x-tray](http://axelent.se/x-tray)

X-Tray for X-Guard 2.0

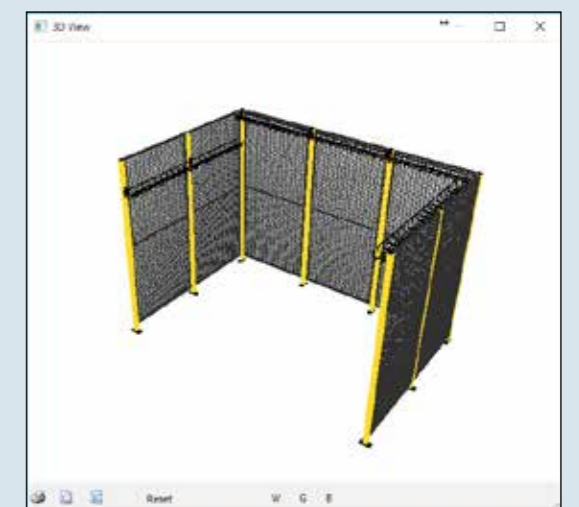
During the first quarter of 2017 we will be launching the whole cable routing system X-Tray in SnapperWorks, Axelent's in-house developed CAD program. The software lets you draw your ideas quickly and easily and renders realistic 3D images of your design.

SnapperWorks has many advantages

We are now launching the whole productsystem X-Tray for X-Guard in our SnapperWorks CAD program. We are also including a product folder with all our X-Guard shipments to enable you to become acquainted with our range. X-Tray is designed to fit X-Guard and makes it both easy and cost-effective to install. As no X-Guardcell is complete without X-Tray, we are upgrading our flexible cable routing system.

Daniel Filipsson, Product Manager X-Tray:

"In order to offer our customers the best and most cost-effective solutions, we've discontinued all the 10-packs and are customising fittings and cable routings to each individual project. We have three standard solutions, but the system is flexible and can be mounted in many other ways. We've also increased the range from two different widths to seven. Our new product manual, combined with the possibility of drawing everything in Snapperworks, will make complementing X-Guard with X-Tray much simpler and less costly. Our next number of X-News will include a case that shows just how user-friendly our new system is."



A SnapperWorks 3D rendition of X-Guard with X-Tray.

Johan Lindbom,
coach, HV71 Men

Born 8 July 1971

Stats

Right wing
Shoots: Left
Height: 188 cm

Clubs

Alvesta SK
Tyringe Hockey
IF Troja-Ljungby
HV71
New York Rangers

Other

NHL drafted 134th overall
New York Rangers
Professional: 1992–2001

Johan Lindbom,
coach, HV71 Men

Jessica Bublies,
PR & Communication Manager
Axelent AB

Behind the scenes

Axelent checks the team pulse of HV71

5 quickies!

with Johan Lindbom

City or countryside? Countryside

Activity or relaxation? Activity

Eat out or at home? Home

Favourite place? Home

Hidden talent?

My talent probably is ice hockey because I can't think of anything else

Axelent AB is platina partner of ice hockey team, HV71, both women's and the men's teams. What drives the players and coaches? Can professional ice hockey players take paternity leave? Can women ice hockey players support themselves? Axelent asked the questions and got the answers.



Johan Lindbom, coach, HV71 Men: What made you start playing ice hockey?

"I began playing ice hockey in Alvesta SK after being introduced by my parents. There wasn't much else to do in Alvesta than play football and ice hockey. I did both but noticed I was better at ice hockey at around 17. I received offers from other clubs and ice hockey became my focus."

Was a career in ice hockey the natural course to take?

"I've always had to take the long road and work hard for any success. It's taught me a lot, like anything's possible if you put your mind to it. For instance, I came to the NHL and New York Rangers as a 26-year-old, which many consider late. It was a great time until injuries put paid to my career. Home in Sweden my son began playing for HC Dalen in Norrahammar and I began to get coaching offers that led to me coaching my son's team. From there it just took off."

Are you a better coach than player?

"It's difficult to say really because they're completely different roles. I always played as a forward and enjoy taking the initiative. As a coach I have the overall responsibility and have to put a lot of time into planning. I always have to be prepared as a coach to do my utmost. I believe that adversity only makes us stronger."

Are you affected by what the media says?

"A lot is written about our matches and I try to avoid it as much as I can. I've nothing against engagement, but I'm also aware that you can't please everyone. I just focus on my job and the targets we've set together with the team."

Do you have any goals in your role as coach?

"I want to be as good as possible, and because my coaching career has been the same as my playing career, I've gradually grown into it and I'm now in my tenth year. As a coach I have a completely different responsibilities than as a player, but it's

still about team play. Players and coaches achieve the targets together and share the success. I don't do it alone."

Is there room in your life for anything other than ice hockey?

"Frankly, my life revolves around ice hockey. It's difficult to find time for any other interests, even a round of golf. My family naturally takes up a large chunk of my time outside the rink. I think the best part about ice hockey are the thrills and experiences it gives you. Sharing the successes and setbacks and the fact that I can actually make a living from something I really enjoy and which is the favourite pastime of so many people."



**Christoffer Persson,
#6 back
What made you start
playing ice hockey?**

"I began in Härryda HC after my parents had taken me to a skating school. In Härryda, most children's activities focused on either ice hockey or figure skating. I began skating when I was four, but tried lots of other things too like swimming, diving, football and ice hockey. At around 15 it was time to choose a sport. I'd played football in the spring and summer and ice hockey in autumn and winter. I chose ice hockey because I enjoyed it more."

**Was an ice hockey
career the natural
course to take?**

"It's a privilege to make a living from my hobby, especially at this level. My greatest achievement so far was winning the Swedish championship with Frölunda HC recently, a feat I aim to repeat with HV71."

What type of player are you?

"I'm a strong defensive back who always gives 100% when both training and playing. I think I'm well thought of by my teammates, but it's hard to tell. Some may be a trifle annoyed at my training methods, but I believe that 'as you train is as you play'. That's why I go full out."

Are you affected by what the media says?

"I turn a blind eye to it all. I know when I've put in a good or bad shift. We have video walkthrough after each match to analyse what we did well and what we can improve on, and our back coach also acts as a sounding board for any problems I may have or if I need support or advice."

**Is there room in your life for anything other
than ice hockey?**

"It's difficult to find time for other interests than ice hockey, but I enjoy watching TV series. I also like to cook. I have a bit more time in the summer that I like to spend with family and friends. In these moments I try to avoid talking hockey if possible."

**What does your future hold?
By that I mean when you've hung up
your skates.**

"I've no direct plans for the future. The SHL union arranges education and jobs for ex-players so I guess things will sort themselves out in some way. I'm not that concerned at the moment. Regarding family life, it's almost impossible to take parental leave or be home with a sick child when you're a professional ice hockey player. We hockey players are totally dependent on family backing in those situations."

**Christoffer Persson,
HV71 Men**

Born 4 April 1985

Stats
Back
Shoots: Left
Height: 193 cm

Clubs
HV71
Växjö Lakers
Rögle BK
Frölunda HC

Other
Professional: 2005--

**Mattias Tedenby,
#21 forward
Why did you start
playing ice hockey?**

"My dad played the game at elite level (Robert Tedenby) and he took me with him to the rink. That's how it began at around two years of age. I've never actually felt any pressure at being compared with him, probably because I'm better than him, haha."

**You've played in the
NHL and the Swedish
national team,
Tre Kronor, how does
that feel?**

"Being drafted to the New Jersey Devils was an incredibly exciting challenge and the first year was fantastic. The coach who enrolled me believed in me and gave me plenty of time on the ice. Unfortunately, it didn't continue in that vein, mainly because I sustained a nasty facial injury and returned to HV71. But I would return if the chance came."

I love representing Sweden in the national side. I feel it's a great honour. Many of us know each other from the junior side so we soon find our rhythm on the ice. Finishing runners up for Sweden in Slovakia in 2011 was massive and a feeling I'll never forget."

What are you like as a player?

"Speed is my main strength. As a forward, I also master puck control and skating techniques."

What's your next goal?

To win the Swedish championship. We have every chance of doing that I think.

**Is there room in your life for anything other
than ice hockey?**

Yes, there is. I'm a sports nerd like many other hockey guys and love playing tennis and golf. Spending time with my family and friends is also top of the list.

**What does your future hold?
By that I mean when you've hung up
your skates.**

I've not really considered that as yet. Time will tell. I feel no anxiety or stress over retiring, but I wouldn't turn down the chance to coach if the opportunity came along. As things stand now.

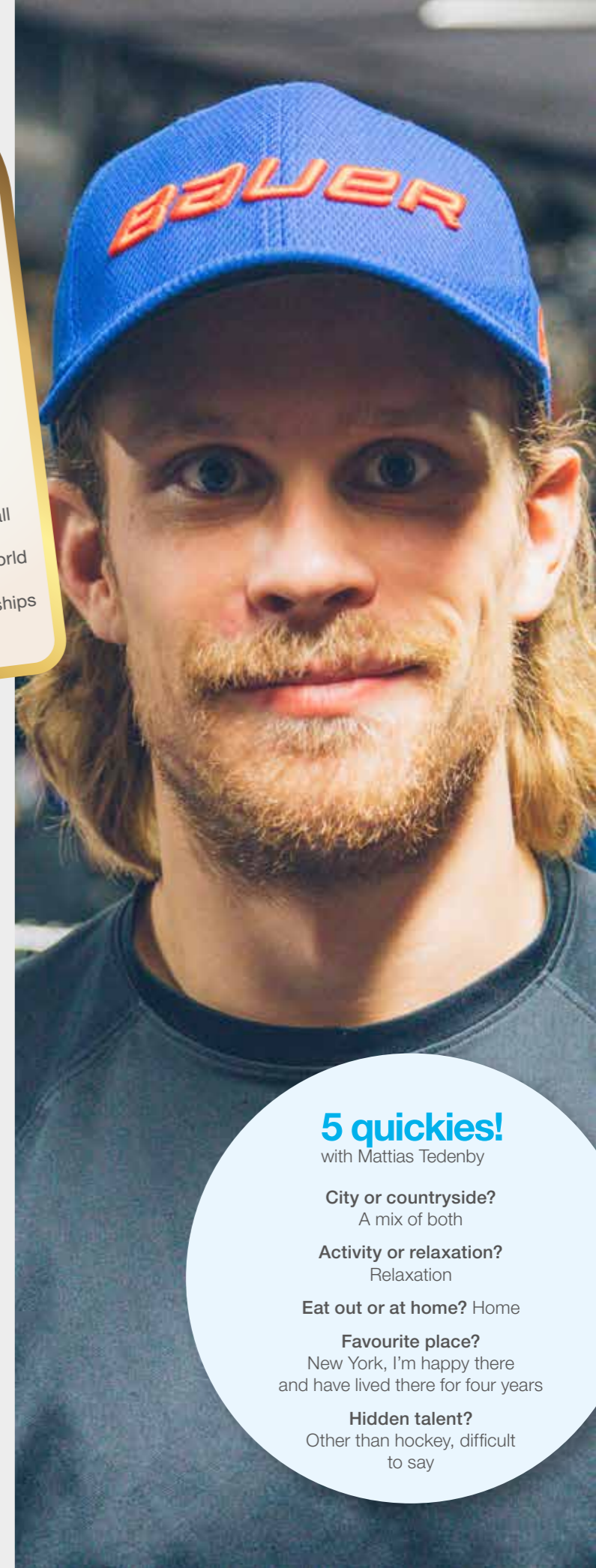
**Mattias Tedenby,
HV71 Men**

Born 21 February 1990

Stats
Forward
Shoots: Left
Height: 175 cm

Clubs
Värnamo GIK
HV71
New Jersey Devils

Other
NHL drafted 24th overall
New Jersey Devils
Runner-up, Hockey World
Championships 2011
2 Swedish championships
and 1 runners-up
Professional: 2008--



5 quickies!

with Mattias Tedenby

City or countryside?

A mix of both

Activity or relaxation?

Relaxation

Eat out or at home? Home

Favourite place?

New York, I'm happy there and have lived there for four years

Hidden talent?

Other than hockey, difficult to say

5 quickies!

with Christoffer Persson

City or countryside?

Countryside

Activity or relaxation?

Activity

Eat out or at home?

Home

Favourite place?

A sunny beach

Hidden talent?

I'm a good cook

Ulf Johansson,
coach, HV71 Women

Born 9 February 1966

Stats
Centre
Shoots: Left
Height: 186 cm

Clubs
IF Björklöven
Teg SK Hockey
Borås HC
HV71

Other
Coach, Borås HC Women
Manager, Borås HC

Ulf Johansson,
Coach, HV71 Women

Axelent AB is platina partner of ice hockey team, HV71, both women's and the men's teams. What drives the players and coaches? Do you ever tire of ice hockey? Can professional ice hockey players take paternity leave? Can women ice hockey players live off the game? Axelent asked the questions and got the answers.



Ulf Johansson,
coach, HV71 Women:
What made you start playing ice hockey?

"I grew up in Umeå where ice hockey rules. My father was a kit man for the Björklöven club for over 35 years, so I more or less grew up in a rink and in ice hockey circles. Playing the game came natural to me."

What is your next goal in ice hockey?

"Simple really. I believe and hope that all leaders have the same goal, namely to develop players of different ages, both on and off the ice. In mine and HV71's case this means development at the highest possible level, which enables us to set other goals like becoming a results-oriented operation. The undoubted aim, both for me and the club, is for our team to maintain a high level and be successful."

Are you a better coach than player?

"That's not an easy comparison. As a player I could be lazy at times. I had the killer instinct and good technique, but I lacked pace. Let's put it this way: if I'd have known then what I know now as a coach, I'd have definitely been a better player. But it's always easy to be wise after the event."

Are you affected by what the media says?

"The women's team is not as closely scrutinised as the men's so we avoid the personal criticism. In truth I don't always have time to read it all, but I do my best to follow events.

Negative criticism is always difficult to swallow as a player or a coach. You have to understand that as an individual you won't always get it right. Sometimes players make the wrong decisions on the ice, sometimes we coaches get the tactics wrong or select the wrong players at crucial times. This could create situations where games are lost and a negative trend sets in, which affects everybody. In those situations you have to believe in each other and NOT be affected by what others say or think."

What is it like to coach a women's team? Is it that much different to coaching a men's team?

"Yes, it's a lot different to coaching a men's team. The hockey is basically the same, but the work in and around the team differs greatly, which probably applies to other sports as well. Of course it may differ from team to team, but generally speaking men's teams tend to just get on with it. Women's teams question more and are a bit more 'guarded'. The approach and language of the coach is different too, you have to have plenty of substance for the decisions you make and in the instructions you give the team.

Women are extremely sharp in analysis and implementation, which is part of the challenge of being a coach for a women's team at this level."

How do you feel about women ice hockey players not being able to live off their sport, even the ones who take part in the World Championships and Olympic Games?

"Naturally, I would love to see all our players get paid enough to allow them to dedicate more time to their hockey. I don't think that day is far off, in fact the breaking point feels very close.

We have one day off a week on average, we travel the length and breadth of the country and play 36 games, not including end of season playoffs. For this to work in the long-term, a change is needed that permits our players to work part time to allow them to focus on their ice hockey.

When we return from away games in the north, our bus rolls into Jönköping at 6:30 on Monday morning

and the women go straight to their jobs. They return for training in the evening and a new week begins. On top of this we demand commitment and a good result in every match, which is strenuous to say the least!

However, I must say that HV71 has taken great strides in the development of women's ice hockey. They step it up a notch or two every season and the club has a sensible plan for the future, both long and short term. This steadily improves the conditions for the HV71 players."

Do you run the risk of becoming a Redstockings feminist from coaching women? (The undersigned is not one but does sense the injustice when women and men players are interviewed.)

"Haha, no, not necessarily. Of course you can see the glaring difference between women's and men's ice hockey, but I don't find that at all surprising. You have to look at it objectively. Women's ice hockey is still in its infancy.

I would say that women's ice hockey is still under development sports-wise and organisationally at association and club level. However unlikely this may seem, there are still clubs that don't welcome women's ice hockey. But things are moving rapidly.

I believe that the forward strides made by many of the big clubs will bode well for the game and bring about rapid change. For me it is just unbelievable that there is still an ongoing debate about 'housetraining' women's ice hockey when we in the sport left that level a long time ago. Whether this has made us feminists I don't know, I just think it's basic common sense."

5 quickies!

with Ulf Johansson

City or countryside?

City

Activity or relaxation?

Activity

Eat out or at home?

Home

Favourite place? The sofa

Hidden talent?

I play the drums in a cover band

How do you perceive the reactions of your surroundings to women's ice hockey?

"Only positive. As I said earlier, women's ice hockey is definitely on the rise and I think the public, media and sponsors all understand and appreciate our sport and the ideals and values it stands for."

Women's football has been given a lift and a lot of media coverage. Is women's ice hockey next in line do you think?

"Most definitely. Here in Jönköping we're seeing a massive increase in media interest. Radio, TV and the press. Social media is also doing its bit. It gives us a much wider audience, which is very positive."

Jenni Asserholt,
HV71 Women
Born 8 April 1988

Stats
Forward
Shoots: Left
Height: 172 cm

Clubs
HV71
Guldsmedshytte SK
Örebro HK
Minnesota Duluth
Bulldogs, Linköpings HC

Other
Olympic Silver 2006,
World Championships,
3rd place 2005, 2007,
2 Swedish championships

Jenni Asserholt,
forward HV71 Women

Jenni Asserholt was voted Sportswoman of the Year in 2014, Most Valuable Player of the Year during the Swedish championship playoffs, and Hockey Girl of the Year. She has played in ten World Championships (3rd place 2005, 2007) and three Olympic Games (silver medal 2006). She has also won two Swedish championships and last captained the national side in 2015. How would she describe her life as an ice hockey player?



Jenni Asserholt, #42,
HV71 Women:
What made you start playing ice hockey?

"I tagged along when my two older brothers played. There was no women's ice hockey in Storå where I come from so I played with the lads until I was 20. I'm now 28 but still play with the lads now and then. Before joining HV71 I went to New

Zealand with my partner (who plays ice hockey for HC Dalen). He had a trial there so I took the chance to play as well. I learned a lot from that."

You have a fantastic track record and you've played in the national side in the World Championships and Olympic Games. How does that feel?

"It doesn't get much bigger than this. The Olympics especially because of all the other sports and athletes involved."

You have two Olympic silver medals and have come third twice in the World Championships, can you live off your sport?

"I have a job at HV71 helping to develop the women's hockey team, so yes, you could say I live off my sport. But compared to the men there's a massive difference. Sadly, very few women ice hockey players can live off their sport or talent."

What's your next goal?

"At one time it was always about winning, and although I still have the same drive, my focus has changed over time. After ten World Championships and three Olympics I ask myself how far I could get. How can I best contribute to progressing women's hockey?"

After two championships with Linköping my motivation dipped a bit, but HV71 have set their sights on winning the women's championships. Being part of that feels very inspiring. When you spend 15 out of 24 hours a day on the ice you do wonder at times what you're actually doing."

Is there room in your life for anything other than ice hockey?

"I have time over during the summer months when I like to travel and play golf. I also go back to my hometown to get some peace and quiet."

When I was playing for Linköping HC I took the chance to train as a physiotherapist, which I haven't regretted."

Does women's ice hockey have a bright future do you think?

"Yes it does. At least I hope so. Women's ice hockey has progressed enormously in the past couple of years. We've become better and quicker. A spectator from three years ago would hardly recognise it. The USA has formed a national hockey league for women who can actually live off the game. I'd say that the Swedish league is the best in Europe, so it might not be that long before we can live off the game like the men."

What does your future hold? By that I mean when you've hung up your skates.

"I naturally find myself thinking about it now and then. Economy is a vital aspect, as is family life of course. Men ice hockey players can become dads and continue playing. This is much more difficult for women. I fetch inspiration from a teammate at HV71, one of the most experienced women players in the world. She's 43 and has three children. Last season she scored 37 points in 28 league games."

5 quickies!

with Jenni Asserholt

City or countryside? Countryside

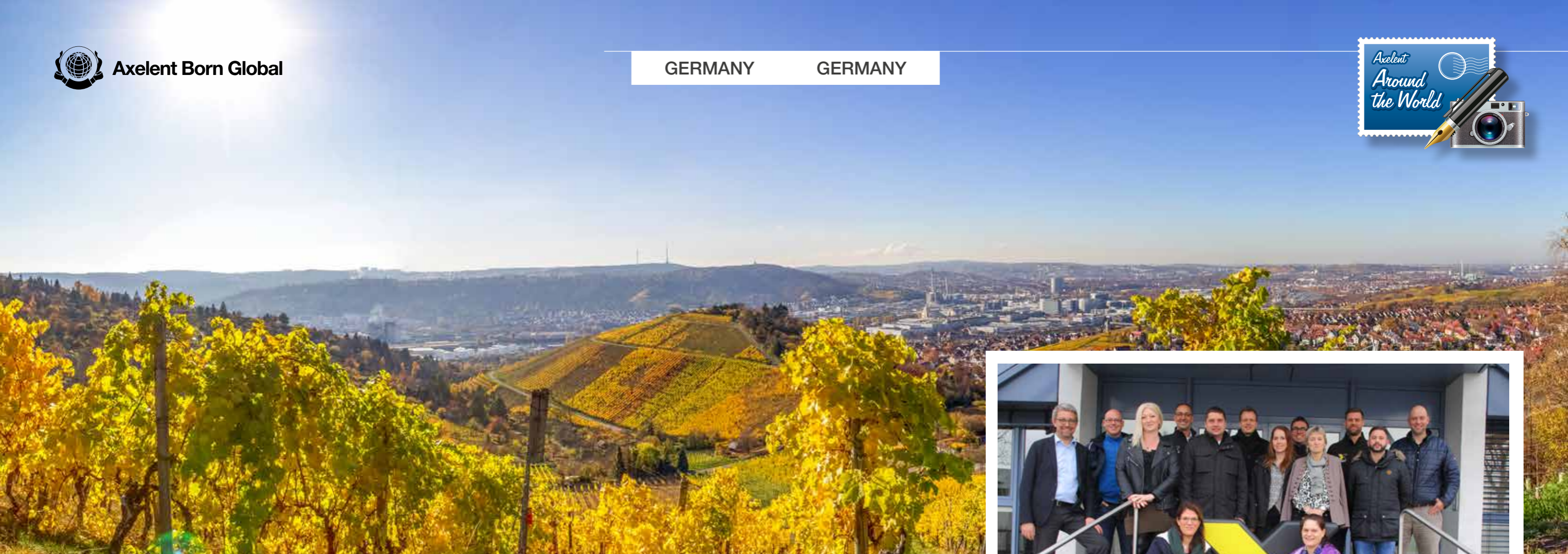
Activity or relaxation?
Activity, naturally

Eat out or at home? Home

Favourite place? The forest and countryside

Hidden talent?

Oh. Difficult. Hmm...
It may not be a talent as such, but children are drawn to me. It just sort of clicks.



Axelent GmbH, a German pearl

Stuttgart is located in an automation and car industry mecca nestling among vineyards and the Swabian Alps. Axelent GmbH, Axelent's wholly owned German subsidiary for 23 years and vital part of the Axelent family, is just ten minutes from the airport. We asked MD Harald Steide to tell us more.

Which products do you sell?

"We sell the entire Axelent product portfolio, and as Germany is a country with a great focus on automation, X-Guard is naturally our best seller.

A few years back we founded our own business area that we call Axelent ProfiServices This department focuses successfully on machine safety and we offer coaching, training and seminars."

How many employees do you have at the company?

"At present we are 16. Our goal is to grow step by step and when needed. We plan to increase our workforce by two or three when we enter the next phase of the company's development."

Which industries do you work for?

"We find ourselves in a rather pleasant situation. Most of Germany's industry is in need of machine safety solutions. Our main target segments are machine builders and system integrators, but we also target the storage and logistic segment. I sometimes joke and say we could attend trade fairs 52 weeks a year because our products never go wrong at industrial fairs."

What are Axelent's strong points?

"Axelent has had a strong vision from day one: We don't sell only machine guards! We offer speed, safety, quality and know-how. We still follow-up and improve on these things – and with great success."

What are the advantages of being part of the Axelent Group?

"Axelent Germany is part of an efficient and skilfully run global company. We exchange knowledge and experience with



the parent company and subsidiaries in order to grow and develop, with regard to both services and products. Despite having the whole world as our sphere, we can still make crucial decisions in a matter of seconds."

How do you and your customers feel about Axelent being a Swedish company with its own production plant?

"In Germany you only hear superlatives about Sweden and the Swedish people. German people know all about Swedish quality and love to spend their holidays in your beautiful country."

What does the future hold?

"Axelent invests a lot, not only in the Hillerstorp headquarters but in the countries in which they operate as well. We're developing our organisation in Germany and holding the door open for new staff while we continue to have a strong focus on sales and product training for our employees. By taking part in fairs and sponsoring selected segments, we contribute to enriching our company and our unique brand. We're looking at a very bright future."

Stuttgart [source: Wikipedia]

Stuttgart is the capital of the German state Baden-Württemberg in southwest Germany. The city lies between the Black Forest and the Swabian Alps in the 'Stuttgart cauldron', composed of valleys of a number of streams and rivers which flow into the River Neckar. The city has a population of 600,000 and is the capital of a metropolitan area with a population of over three million.

Country	Germany
State	Baden-Württemberg
Area	207.35 km ²
- metropolitan area	3653,98km ²
Population	623.738 (31/12/2015)
- metropolitan area	2.735.425 (31/12/2015)
Population density	3008 inhabitants/km ²
- Metropolitan area	749 inhabitants/km ²



World-class German trade fairs

During October, Axelent GmbH exhibited at two world-class German trade fairs. Motek is the world's leading production and automation fair, and EuroBLECH, the international sheet metal working technology exhibition attracts 1,550 exhibitors from 40 countries and around 60,000 visitors from all over the world.

Motek, 9–12 October

During four days in October, Axelent GmbH exhibited at the Motek International Trade Fair in Stuttgart. This was the tenth time that Axelent's products were exhibited in Axelent's German hometown. As always the fair was a great success and this year Axelent held a special event together with partner company Heuer. Heuer sponsors German handball team FrischAuf! Göppingen and Axelent is supporting TVB 1898 Stuttgart. Both teams are playing in the first German division. It was derby-time in the fair. Each team was represented by a player who was on hand to sign autographs and be photographed with fans.

EuroBLECH, 25–29 October

This was the first time that Axelent GmbH has presented Axelent products and services at the EuroBLECH-fair in Hanover. It turned out to be a very successful event for the Axelent Group as a whole. More than 60% of the visitors to the Axelent stand were international and it was great to hear the positive feedback from customers in Australia, South America and the USA. Useful contacts were made with people from all over the world, all of them showed a great interest in the advantages of the unique machine guarding system X-Guard.



Photo: Felix Lobedank from TVB 1898 Stuttgart signs a poster for visitors to our stand. To the right is Harald Steidle, MD of Axelent GmbH.

» Read more about TVB 1898 Stuttgart at tvb1898.de

Sponsorship of TVB 1898 Stuttgart



Stuttgarter Kickers football club ended last season in dramatic finish just a goal away from staying in the third division.

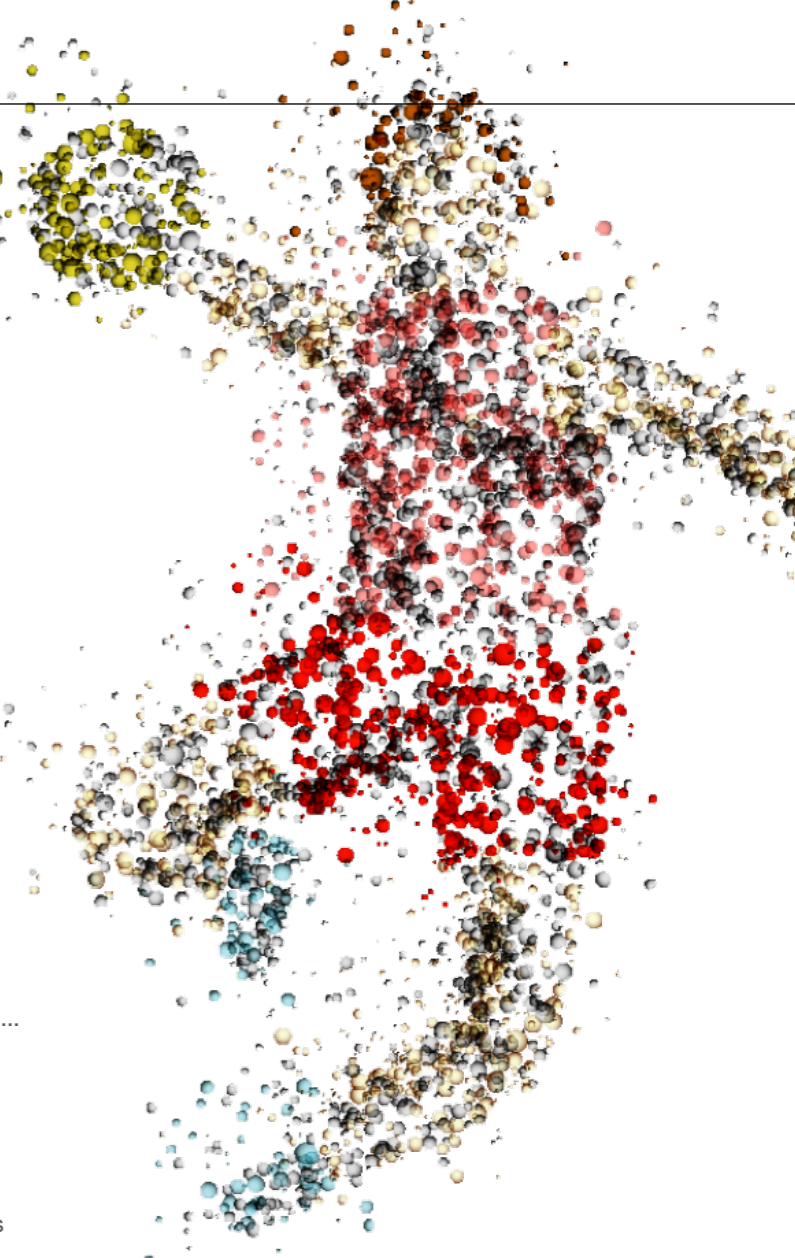
Markus Etzel, Sales and Marketing, Axelent GmbH:

“Of course, we are continuing the partnership with Kickers as a loyal and fair partner after the relegation to division four. But we are a national focused company. So it was the consequence to search for something “new” to promote our products.

New contacts, new networks, new emotions, new TV presence, ...

We found all these possibilities in the handball-sport and the local handball-team TVB 1898 Stuttgart. The team of TVB is playing the second season in the first German division (Bundesliga). The Bundesliga is probably the best league in the world and Stuttgart therefore attracts players around the globe. Axelent is now a part of all that. Tickets for home games and board ads are a part of the new sponsorship deal. The season is only at the halfway stage and three TVB matches have already been shown on German TV.

Axelent is also the main sponsor of TVB's youth team, which also plays in the Bundesliga. The shirts of the official kit are now decorated with an X, which makes us very proud!”





Axelent Ltd is expanding to cope with future needs

Axelent Ltd has moved to larger premises in order to provide a better customer service. The new premises is located in west Swindon, and has approximately 8,000 square meters of office and warehouse space. Axelent Ltd will soon begin stocking up the warehouse to enable quicker delivery times across the U.K.

Marcel Darroch-Davies, MD at Axelent Ltd:

“The strenuous moving part is over and now that the dust has settled, we’re really beginning to appreciate our new premises. We look forward to the opportunities afforded by them in the knowledge that we can better serve our customers in the coming months and years. As always when you move home we have had some mildly stressful and agonizing months and I would like to thank everyone who has made this step in the Axelent story possible.”

New colleagues

Barry Snedden – Sales Executive, South East

Barry covers southeast England, including London.

“I began at Axelent Ltd in August 2016 and I’m proud and happy to be part of the brand’s continued growth and success.

Everything has just fallen into place, from the first day to the introduction in Sweden. Axelent Ltd’s sales manager, John Hunter, has been amazingly supportive and has been crucial in my development. Marcel, our MD, is hugely supportive and offers help whenever he can. However the real heroes are the people in technical sales and administration who have been patient and helpful to me as a beginner. It is a true team effort and I look forward to a positive future with Axelent Ltd.”



IMHX Trade Fair 13–16 October

The International Materials Handling Exhibition is the UK’s largest logistics and storage event. The fair is held every three years, and this year was the largest to date with more than 16000 visitors and over 400 exhibitors.

Axelent Ltd presented the whole range of Axelent products and for the first time the new X-It lock. IMHX was a great success and Axelent Ltd look forward to exhibiting again in 2019.



PPMA Show 27–29 October

Axelent Ltd exhibited at the PPMA show for the fifth time, and showcased Axelent X-Guard and for the first time the Axelent Safety Book. The PPMA Total show is attended by thousands and is the leading show in the UK for production line solutions and innovations. Axelent Ltd enjoyed another great year exhibiting and would like to thank everyone who visited our stand during the show, and that they will return again in 2017.



Damian Heath – Installations Manager

Damian has several years of experience in installation work and is now part of the customer support team in his new role as Installations Manager.

“I began my Axelent career in October 2015 as a member of the installations team. During my relatively short time at Axelent I’ve experienced a company in constant expansion. This growth has taken us to larger premises that will facilitate further expansion. There seemed to be a missing link between the office and the installations team.



Marcel noticed this and asked if I would like to become that link with the responsibility for everything it entails. Since I’d worked in the field as an installer and had a good relationship with the installations team, I felt that the position would suit me and I would grow into it after some training.

Axelent has enjoyed steady growth in the UK and I’m delighted to be given a new challenging role and the chance to pursue more success together with the rest of the team.”



AXELENT SPAIN S.A.U. The Spanish team grows

Our Spanish market is ticking along nicely with an ever-growing list of orders. The increased demand has put sufficient pressure on the organisation to warrant the recruitment of three new members to the Axelent Spain team.

Erica Bengtsson, MD, Axelent Spain S.A.U:

“Since the summer we’ve added three new members to our team: Laura in Administration, Mayka in Marketing / Sales Promotion, and Raquel as our sales representative in central Spain. They are a valuable asset to our team and we extend a warm welcome to the Axelent family.”

Laura Pisa – Administration

What is your background?

“I was born and raised in Barcelona. I’ve studied accounting and worked as an accountant in several companies.”

What are your greatest strengths?

“I’m positive, communicative and hardworking.”

What does a normal working day entail?

“Accounting doesn’t offer much variation, but my colleagues more than make up for that.”

What is the most inspiring thing about your job?

“Knowing that I’ve carried out my tasks correctly and by the book.”

Why would you recommend Axelent to people looking for machine and warehouse safety solutions?

“The top quality and speedy delivery.”



5 quickies

with Laura Pisa

City or countryside?

City

Activity or relaxation?

Activity

Eat out or at home?

There’s only one answer to that, eat out!

Favourite place?

The beach. I love the beach!

Hidden talent?

I can’t reveal that as it’s hidden :-)

Raquel Perea – Area Manager, Central District

What is your background?

“I’m a key accounts manager with more than 15 years of experience in sales promotion and in building customer relationships.”

What are your greatest strengths?

“I’ve spent the past eight years honing my skills as a sales manager in other industrial safety companies. I’ve won three performance awards and achieved two promotions. I love being part of a sales team and helping customers solve their problems.”

What does a normal working day entail?

“My responsibilities include localising and visiting potential customers and target audiences. I also have the task of maintaining and improving customer liaison. I listen to the customer’s safety needs and offer them a customised plan of action.”

What is the most inspiring thing about your job?

“I enjoy taking care of new customers in a way that makes a difference to them. I love learning new things and making life easier for people with Axelent’s excellent products.”

Why would you recommend Axelent to people looking for machine and warehouse safety solutions?

“The top quality and speedy delivery. We simply offer the best industrial safety solutions on the market today.”



5 quickies

with Raquel Perea

City or countryside?

I’m a big city girl, but I enjoy taking walks in the countryside as well

Activity or relaxation?

Activity, definitely

Eat out or at home?

I enjoy both

Favourite place?

Alicante beach in my hometown

Hidden talent?

I love making dessert. NY cheesecake is my favourite

Mayka Amela – Marketing and Sales

What is your background?

“I was born and raised in Barcelona. I have a degree in art history and a master’s in media management. While at university I worked in an art gallery and at a publisher’s as a PR coordinator. Since graduating I’ve worked in sales and marketing in the food technology industry.”

What are your greatest strengths?

“I’m a very optimistic and happy person and I always do my best. I’m very focused on customer needs and I love being part of creating a great workplace atmosphere with my colleagues.”

What does a normal working day entail?

“I’m always kept busy in customer support and marketing our products on social media. My job is actually very stimulating and I’m learning new things all the time.”

What is the most inspiring thing about your job?

“Every day is a new day full of stimulating meetings with customers and work colleagues.”

Why would you recommend Axelent to people looking for machine and warehouse safety solutions?

“Because we offer quality, speedy delivery and good service. And always in accordance with the latest standards and norms.”

5 quickies

with Mayka Amela

City or countryside?

City

Activity or relaxation?

Activity

Eat out or at home?

Out

Favourite place?

The beach in the summer and skiing in the mountains in the winter.

Hidden talent?

I love making travel arrangements



Automatic door closer, X-Guard

We have been getting requests for a door closer for some time now. We have come up with a simple door closer for X-Guard machine guards. Ask for item number T01-27.

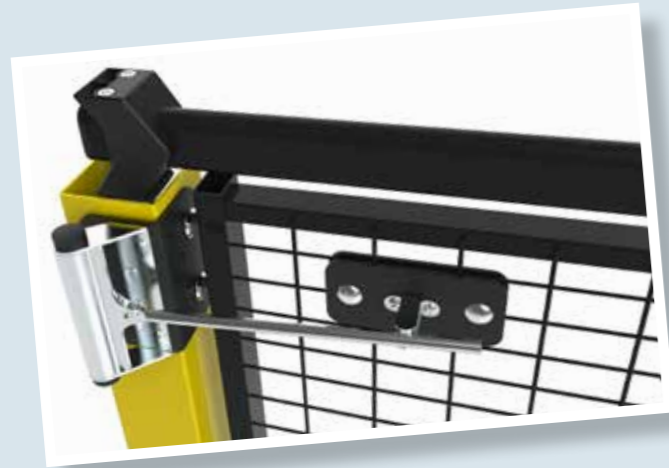


Sven's tips!

Sometimes it is the small things that count

Mounting the bracket on the door is simplicity itself. The bracket is reversible and fits both the 50x50 mm and 70x70 mm poles.

CAUTION! There are risks with using automatic door closers in combination with an interlock without manual reset. Therefore, the door closer must be evaluated in each individual case.



Daniel's tips!

New variety, more choice

We are launching a new type of junction box plate. The new plate provides a versatile means of attaching junction boxes, switches and other equipment. The main advantage with the junction box plate is that it can be attached to the side of the ladder, making it both easier and neater when, for example, you need to connect a safety switch to a machine.

The junction box plate is available with or without holes and in 150 and 200 mm heights. Available in three finishes: Electrogalvanized, hot dip galvanized and stainless steel 316L.

The side junction box plate has the same hole pattern as the junction box plate so suits most accessories.

We are now launching our Side junction box plate



Axelent Construction



A hundred years of chocolate history

A chocolate factory in Stockholm has been given a facelift

The oldest parts of the building were designed by Ivar Tengbom and built in 1918 as a factory for Marabou. The building has since been extended and modernised many times.

Now chocolate lovers can move into immaculately designed apartments that literally ooze the delicious aroma of chocolate. The old chocolate factory on the corner of Fridhemsgatan and Industrigatan in Stockholm has been converted into eighty-four apartments.

352 metres of storage partitions marked with an X

Axelent supplied 352 running metres of system F partitions (including ceilings) and 86 doors with number plates.

More info on the building at: chokladfabriken2.se

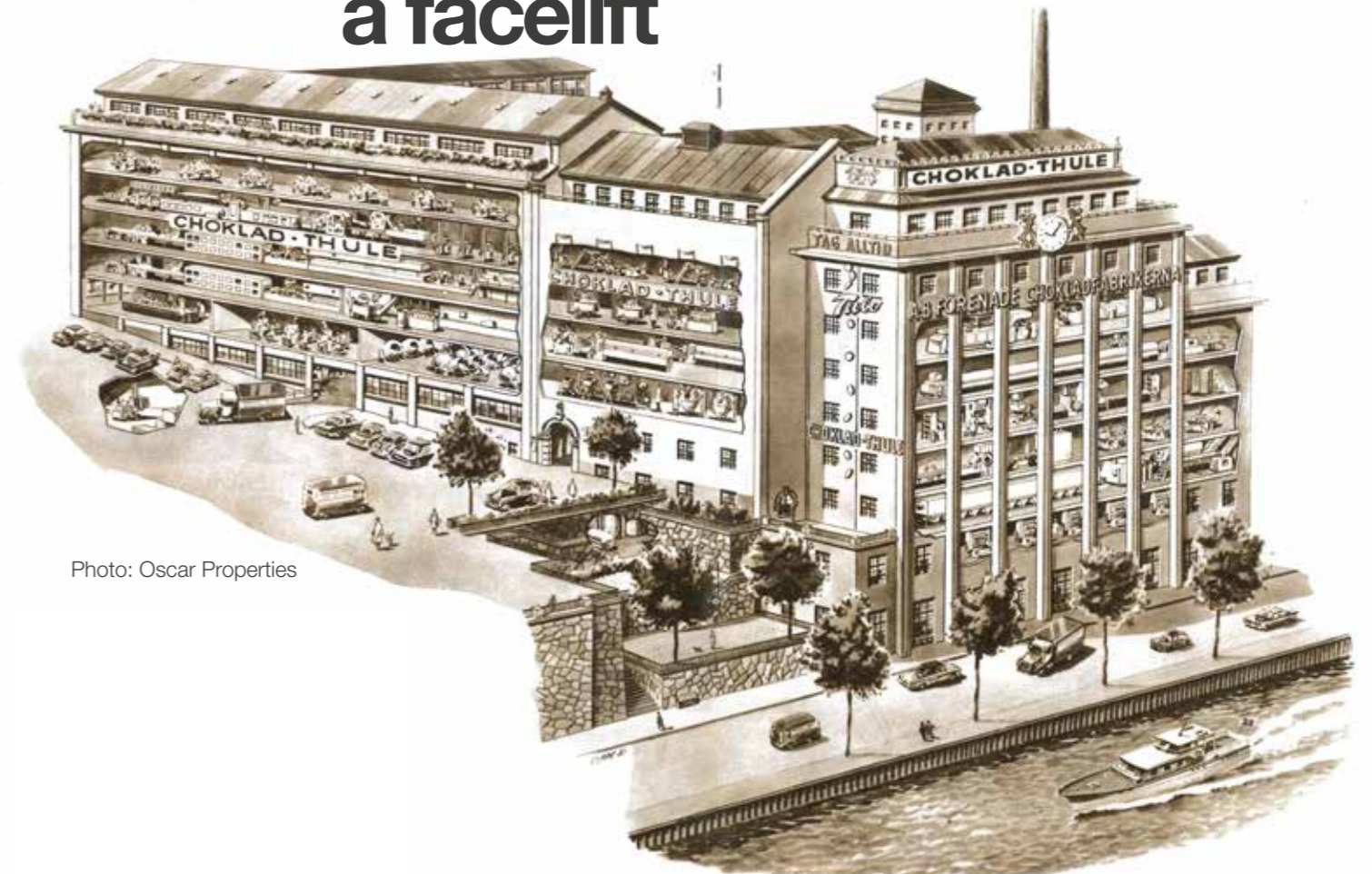
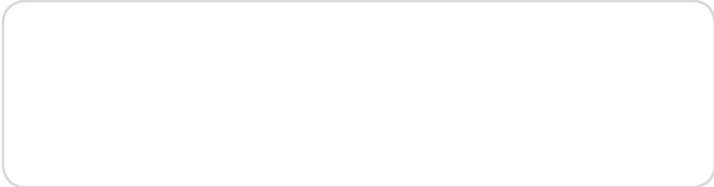


Photo: Oscar Properties



Merry
Christmas

&
Happy New Year

See you in 2017!

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