

XNEWS



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Axelent, Machine Safety, Warehouse Partitioning · **Axelent Engineering**, Automation, PLM & Design
Axelent Software, Software solutions



Axelent reaches for the stars



A sprinkling of stardust over the Axelent brand

What can sport possibly contribute to the Axelent world? Plenty! For several years now Axelent has identified itself with leading sports personalities.

Sponsorship is nothing new for us at Axelent AB. We began back in 2008 with our local speedway team, The Lions, who, with our help, won the Swedish Championships – not once but twice. One of their riders was the Dane, Nicki Pedersen, and we went on to sponsor him individually as well, which opened up a new market for us in Denmark.

National borders are erased

Sport transcends national borders and sport engages people, as anyone who has visited a stadium would testify. As for our Swedish sponsorship of SHL team HV71, we have chosen to be their partner because we largely share the same values, despite operating in completely different spheres. At Axelent we help our colleagues to develop and progress in much the same way as the ice hockey club nurtures its talent. "Grow with us", both in the company and on the ice.



Sponsorship is of great benefit

As well as the obvious marketing-related benefits of exposing our brand to people who are deeply engaged, there is another benefit. There is nothing quite like sport for bonding good relationships with work colleagues and business partners. It gives a nice evening for everyone concerned and something to talk about the next time you meet.

As for Germany's Johannes Ryzdek (page 14), it was really impressive of him to defend his double championship title from 2015. Seeing an X under his skis was rather special too.

Making a difference

Just like a strategically placed X can make a difference for our brand, our Safety Book is getting rave reviews. It is a book that makes a difference and we are both proud and delighted to have Matthias Schulz aboard.

Something else I'm proud of are the efforts put in by everybody in 2016. It has given us a great starting block for 2017. Or pole position, as it is known in sporting terms.

Mats Hilding, Managing Director, Axelent AB



New!



Axelent Outdoor

Robusta produkter för utomhusmiljön



AXELENT PARKMÖBLER



PARKSOFFA PARX
Parx har en stämren kornerad i 15 mm varmbeläggat stål och sitter på 36 mm ek. Parx har inte bara en snygg design utan är även anpassad för den tuffa utomhusmiljön. Parksoffan kan stå helt fritt eller på medföljande eller eventuellt förskränt i mark om du tar bort.

AXELENT PARKMÖBLER



PARKSOFFA BREAK
Break är en robust parksoffa i modern skandinavisk stil bestående av 40 mm grovt, FSC-märkt nordtyskt furu och varmbeläggat 60 mm stål. Stålkropparna är laserade i vattenbaserad lack som släcker i brunt, svart eller vitt. Lågen ger lämpligt skydd mot mögelangrepp och gör bänken särskilt lämplig i tuffa utomhusmiljöer.

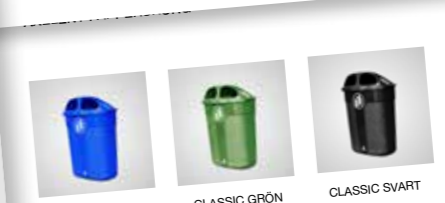
PRODUKTARTIKEL PARKSOFFA BREAK	
Art.nr	52074 - Svart
	52075 - Svart
	52077 - Vit
Längd	1700 mm
Bredd	540 mm
Stopp	750 mm
Höjd	440 mm
Nettovikt	50 kg



PARKBANK BREAK
Parkbank Break är en robust parkbank i samma material och stil som parksoffan Break, best med sitta på två sidor.

PRODUKTARTIKEL PARKBANK BREAK	
Art.nr	52074 - Svart
	52075 - Svart
	52077 - Vit
Längd	1700 mm
Bredd	540 mm
Stopp	750 mm
Höjd	440 mm
Nettovikt	54 kg

AXELENT PAPPERKORG



CLASSIC BLÅ **CLASSIC GRÖN** **CLASSIC SVART**

Papperskorg Classic
Papperskorg Classic är en stabil och tillag papperskorg med en volym på 60 liter. Papperskorgen finns som standard i färgerna blå, grön och svart. Papperskorgen är tillverkad av värme- och löslöslöslö HD-plast och levereras med förskränta fästen för vägg- eller stapelmontage. Vid stapelmontage rekommenderas dock att användas i enlighet med monteringsanvisningarna.

PRODUKTARTIKEL PAPPERKORG CLASSIC	
Art.nr	54070 - Svart
	54071 - Grön
	54072 - Blå
Volym	60L
Höjd	530 mm
Stopp	280 mm
Nettovikt	11 kg

AXELENT PAPPERKORG



Papperskorg Tilt

Tilt är en solid papperskorg som passar utmärkt i en park eller i en offentlig miljö. Den är tillverkad i 2 mm värmebärande stålplåt och påverkar inte miljön. Den har ett stort utsläpp och är lätt att rengöra. Den har ett stort utsläpp och är lätt att rengöra. Den har ett stort utsläpp och är lätt att rengöra.

PRODUKTARTIKEL PAPPERKORG TILT	
Art.nr	54073
	54074
Volym	60L
Höjd	530 mm
Stopp	280 mm
Nettovikt	11 kg

New! Axelent Outdoor range

This spring Axelent is launching a new product range – Axelent Outdoor. The brochure is full of outdoor products: litter bins, grit bins, bollards, speed bumps and bicycle racks, and will be available in Swedish and English.



Erik takes over planning

5 quickies
with Erik Samuelsson

City or countryside?
Countryside

Activity or relaxation?
Activity

Eat out or at home?
At home

Favourite place?
Our family farm where we all help out with the forestry and farming

Hidden talent?
I'm a dab hand at Pancake flipping

Erik Samuelsson,
Indoor Sales / Planning at Team Construction

What is your background?

"I grew up in Karlskrona. After doing national service I moved to Skåne, the southernmost province in Sweden, to study. I'm a fully trained sixth form teacher, but after a few years teaching I got a job as sectional head at Ikea. I've also worked as a service manager at Selecta, and before taking this job I worked at the former rubber factory in Värnamo where I was involved in developing meetings concepts and in the inauguration of the new premises. I've lived in Skillingaryd with my family for the past six years."

What are your greatest strengths in customer service?

"I hope I can make the customers feel seen and heard and understand how important they are for Axelent. When customers contact us they should feel assured and be met in a professional manner. I hope to become a part of that."

What is the most inspiring thing about your job?

"I've not yet become fully acquainted with my role in Team Construction, but so far I like the variety that

my work entails. As well as indoor sales I also have the task of planning our product assembly. This entails everything from liaison with site managers and logistics planning to supervising our assemblers to help them carry out their work in the best possible way."

Why would you recommend Axelent?

"Axelent is a reliable and stable company. A leading company that never compromises on quality, which naturally boosts customer satisfaction and employee engagement. My colleagues have been very kind and helpful since I started. And who wouldn't want a warm reception like that?"



Allow us to present Jonas, new seller in Team Construction



Jonas Persson
New seller in Team Construction

What is your background?

"I was born and raised in Forsheda, but now live in Värnamo with my partner and our son. At an early age I set my sights on becoming Chef of the Year, so when it was time to choose an upper secondary programme I naturally went for Hotel & Restaurant. Unfortunately I developed an allergy, but struggled on and completed the course. I worked as a chef for two years until I couldn't continue anymore. When my world fell apart I had to consider other options. After diverse jobs I had the chance to work as a seller and discovered that the job fitted me like a glove. In recent years I've worked as a district seller selling fasteners."

What are your greatest strengths in sales?

"I'm purposeful, focused and have a strong inner drive."

How do you plan to take up the challenge as a new seller in Team Construction?

"I'm looking forward to the challenge immensely! Team Construction is a great crew who are always striving to stay one step ahead with their know-how and expertise. With their help, some hard work and a little humility, I'm convinced that I will succeed in my role in Team Construction."

What is the most inspiring thing about your job?

"That no two days are alike! The most inspiring thing is the meeting with so many exciting types of people and, of course, there's nothing like the feeling of concluding a deal that you've worked hard for."

Why would you recommend Axelent?

"We not only look to supply individual products, but turnkey solutions as well. We put the onus on customer satisfaction and maintain a high level of service in all departments."

5 quickies
with Jonas Persson

City or countryside? City	Favourite place? Lazing in a sun lounge in Croatia
Activity or relaxation? Relaxation	Hidden talent? I'm pretty good at ironing
Eat out or at home? Both	



GERMANY

GERMANY

Axelent GmbH is investing in the future

In January, Matthias Schulz from Axelent ProfiServices, a part of Axelent GmbH, held a lecture for the students at the Technical College in Aalen. The lecture was a practical part of their course.

From Axelent GmbH's perspective, lectures like this have several benefits. For example, as prospective future customers, the students learn about machine safety while discovering that Axelent is the perfect partner in safety solutions. It is also good exposure for the Axelent brand because who knows? One of the young students in the audience may well be a future employee of Axelent.

Matthias Schulz received plenty of positive feedback from the audience after the lecture. They had no idea that a subject like the European Machine Directive could be so entertaining. Holding the event regularly has a further advantage. It is the perfect opportunity for Axelent GmbH to train new employees.



Short Track World Cup in Dresden

For the third time, Axelent GmbH was official sponsor of the Short Track World Cup in Dresden, held on February 3-5. A fantastic event with more than an hour's live broadcast on primetime German TV. This sport is so fast and spectacular that it is amazing to see the athletes in action.

Anna Seidel made her comeback from a serious injury sustained during training last summer. After eight months off she is now set on competing with the world elite once again with the 2018 Winter Olympics firmly in her sights.



Axelent products part of a museum exhibition

An exhibition by the name of Universum has been on show since last winter in the north German city of Bremen. The theme is "Different rooms – as different as us" and is on the subject of integration. The eight different rooms and the 550 square metres give visitors an insight into living with a disability.

Axelent's X-Store is used throughout the exhibition, not only as room partitions but also handy notice boards on which to hang pictures and information. Axelent GmbH was happy to oblige and in return have been given some of the rooms to use for safety seminars in the summer.

Harald Steidle, MD, Axelent GmbH: "Like all companies, Axelent is part of society and has an important role to play. For us it was a pleasure to support this interesting exhibition by offering our X-Store system."



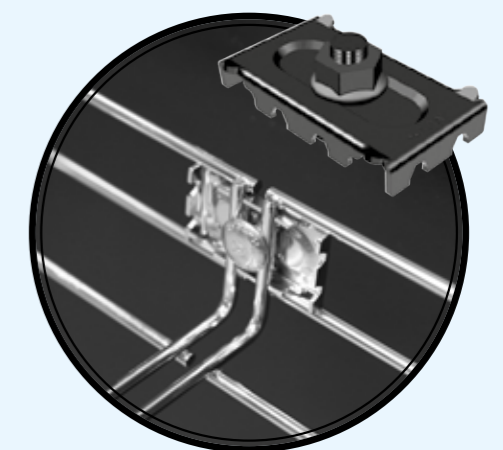
X5 – the strongest joint fitting on the market

X5, Axelent's quick joining fitting, is now available in our black range of X-Tray for X-Guard.

We strive to find solutions that simplify assembly without cutting corners on quality and load capacity.

Our new joining fitting consists of a single bracket that is fixed to the underside of the cable tray. This also has the advantage of less building on the inside of the tray.

Our advice is to stop using our previous X1 double fitting in favour of X5 as it is more versatile and quicker to install as well as being stronger and more durable.



X5 Joining Fitting

Item No. 2705
20 pack

For joining cable trays.
Bracket on the outside and bolt from the inside.



Improved anchoring of X-Guards hinge doors

Our product development team works continually to improve Axelent's products. It could be anything from new features to improved functionality. We have taken a look at and improved the anchoring method of the top frame used on the X-Guard hinge doors.

The plastic plug designed for the top end of the post has been modified. We have also developed a specially designed toothed lock plate that "bites" effectively to the inside of the post.



Swedish attendance record smashed with the help of Axelent

Axelent AB is a premium partner of Swedish ice hockey team HV71. We sponsor the women's and the men's teams. On February 5th, HV71 women set out to beat the Swedish attendance record when they met second placed Linköping at home. 4,563 spectators watched the game between the two SDHL teams (Swedish women's league), which Linköping won 2-1 after penalties. The previous record was 3,150 so it is fair to say that HV71 well and truly smashed it.

Axelent opened an Instagram account along with a competition where people could win entrance and lunch tickets to the game by sharing, liking and tagging friends. More than 100 people won tickets. As a surprise the winners also received hockey pucks and signed team photos when they arrived on game day.

Photo: HV71



#axelentgoessocial

Axelent Sweden is now on Instagram! Here you will find all the latest news from Axelent, competitions and much more. Go in and follow axelent_sverige and keep in touch with everything that is happening.



Smart Swedish solutions work in Australia

Australian company, Axelent Automation & Safety, which is wholly owned by Axelent AB, will soon be celebrating seven years on the Oceanic market. We asked Drew Hoxey, Sales Director, to give us a deeper insight into the business.

FACTS, ADELAIDE

Population 1,316,779 (2015).

The city was founded in 1836 by settlers and is sometimes referred to as the City of Churches due to the many churches there.

The area is known for its vineyards, the most famous being in Barossa Valley.

Adelaide has a Mediterranean climate with temperatures reaching 44 degrees in the summer and 15 during winter.

Adelaide is the home of Axelent Automation & Safety's office and warehouse, but the products are being sold throughout Australia and New Zealand.

Which products do you sell?

"We focus on X-Guard machine guards and the X-Tray cable routing system."

How many employees do you have at the company?

"The office has two sellers and an employee who takes care of sales support and distribution. We also have two part-time staff (administration, accounting and marketing)."

What sectors do you work with?

"Manufacturing, Robotics, Warehousing, Electrical, Food & Beverage processing and Agricultural. Food & Beverage sector have been large growth sectors in the past 12 months. Agricultural industries are a target sector for 2017."

What are Axelent's strong points?

"From a customer perspective it's price and quality, but also the user-friendliness, from Axelent's in-house developed CAD program SnapperWorks, which gives the customer a drawing and a price very quickly, to the installation of the products."

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

"For us who are far away from head office, it's reassuring to know that we always get business support and help with infrastructure, training and marketing."

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

"Swedish brands are very popular in Australia thanks to companies like Volvo, Ikea and Thule introducing quality and

smart solutions to our market. For us, Axelent's products being designed and manufactured under the same roof is a strong selling point. There are some very poor machine guard solutions being imported to Australia. These are made and sold at a very low cost, but people soon find out they are cheap for a reason, something that we can take advantage of with our high quality product."

How does the future look?

"Following extensive internal changes we've carried out a complete restructuring of our business. Regrouping the team has been beneficial with regard to our working methods and business goals. The changes have been really positive for our team, our distributors and our customers alike, and we're looking forward to a strong 2017."



Les Wall & Drew Hoxey



Increased storage space for faster deliveries

Haberkorn Ulmer s.r.o., Axelent’s distributor in the Czech Republic and Slovakia, has extended it’s storage area by 600 square metres to provide faster deliveries.



Ivo Bierhaus, Product Manager at Haberkorn Ulmer s.r.o:

“To give our customers in the Czech Republic and Slovakia an even better service we’ve extended our storage area near the headquarters in Mokre Lazce, Czech Republic. The total storage space has increased by 600 square metres, giving us more room to store our bestseller, X-Guard. All standard orders are now delivered within a week from ordering.

By standard orders we mean X-Guard in yellow and black colour at heights of 2000 and 2300 mm, together with doors and locking systems.”



Haberkorn Ulmer’s headquarters is in Mokre Lazce, Czech Republic, 400 km from the capital Prague.

CZECH REPUBLIC CZECH REPUBLIC



The increased storage space facilitates faster deliveries of the X-Guard system. Customers in the Czech Republic and Slovakia now receive their orders within a week from ordering.



GERMANY



Historical performance at the World Championships in Lahti by Johannes Rydzek

The German Johannes Rydzek wrote history at the World Championships in Finnish Lahti and won four gold medals in the Nordic Combined events. He did it by winning two individual titles, and two as a part of the German relay team. He is the first athlete ever to win four gold medals in one competition. And in summary, with six gold medals he has broken all records!

- 1 Johannes Rydzek has been sponsored by Axelent GmbH since 2015. At the World Championships in Falun, Sweden, Rydzek became double World Champion in Nordic Combined. This year in Lahti he won four gold medals. All of them with the X on his ski jumping skis!
- 2 Rydzek markets Axelent's products.



ENGLAND

Axelent Ltd celebrated a successful 2016

Axelent Ltd celebrated a successful 2016 with a team quad biking trail followed by a meal. The drive was highly enjoyable, but something of a challenge in the thick mud.

Marcel Darroch-Davies, MD at Axelent Ltd:
"We'd like to take the opportunity to thank all our customers for a fantastic year. We look forward to continuing in the same vein during 2017."



ENGLAND

Axelent Ltd exhibiting at Intralogitex 2017

On March 15-16, Axelent Ltd will be exhibiting at Intralogitex 2017 at the Ricoh Arena in Coventry. The Axelent team will be there to discuss machine guards, storage partitions and anti-collapse mesh solutions. Intralogitex is a rapidly growing trade show for professionals within the logistics and material handling industry. Axelent Ltd is participating for the first time and is eagerly awaiting the event.

GERMANY



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Photo: IBL



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Photo: John Lazenby/Lazen byphoto.com



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