

XNEWS



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





If you are not seen then you do not exist

Historically, our marketing communication at Axelent has always had good impact. Rarely has this been clearer than now as we summarise the first part of our global campaign. It not only gave us our new safety agent Axel, but also a very wide spread of our brand worldwide.

The Axelent brand has never been stronger than it is now. This is down to a systematic and long-term approach where we have been careful to handpick the context in which we are mentioned. Our most important channels include trade fairs, sponsorships, X-News and, in recent years, social media.

Axelent stands for *speed, service, safety and smart solutions*, the very essence of our message. Our new friend Axel will now personify these core values. It is good to see that so many people have watched the film of Axel who, despite some worries, manages to make the sawmill safe. But the campaign has not been about Axel himself, but about safety. Our film *Made in Hillerstorp* is also very popular. If you have missed any of the films or wish to see them again, you will find them on our YouTube channel under *Axelent Group*.



Large automation fairs

Automation has never been more relevant than it is at present and it brings with it an increased focus on safety. On June 19-22 we will be at *Automatica* in Munich, a huge meeting place for everybody in the business. And on May 15-18, Axelent AB and Axelent Engineering will be present at *Elmia Automation* in Jönköping, the perfect opportunity to show the importance of safety in automation. I look forward to seeing you there!

Mats Hilding, MD, Axelent AB



Axel is here

Say hi to Axelent's new safety agent. Axel is here to be your guide to a safer workplace. As his first job at Axelent, our somewhat unlucky agent turned his attention to a sawmill in great need of safety work. With the right Axelent products in the right places he completely transformed the place.

Axel's efforts for safer workplaces never stops, even when the camera is not rolling. There are always new challenges to face. So, keep your eyes peeled for new adventures with our furry little friend.



Daniel's tips!

X-Tray for X-Guard now available in SnapperWorks

Did you know that you now have the possibility to draw an effective cable routing system together with your machine guard? You can find it all in the latest version of SnapperWorks 3.32.

Just fill in the type of installation you want, together with the size of your cable trays. The software will then automatically draw the cable trays in with your machine guard.

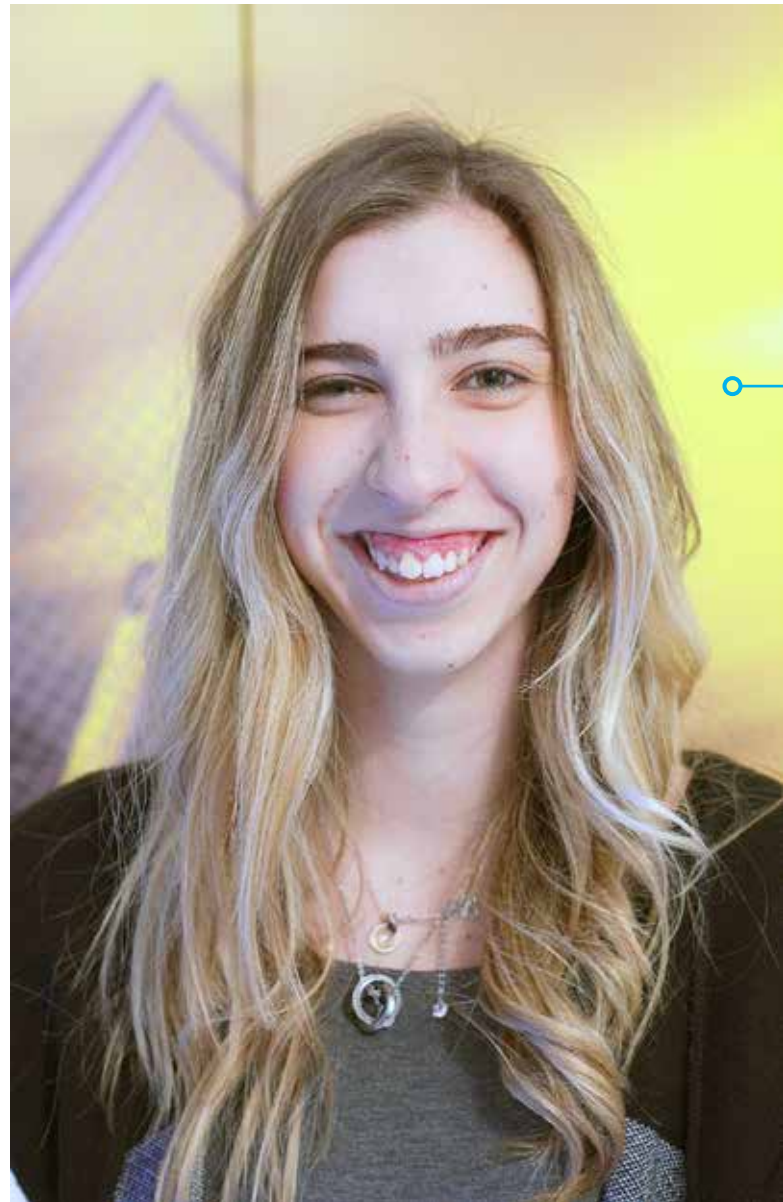


Photo: MECSPE

Axelent Italy is growing

Two new team members at the office in Milan

• Jessica DiMartino

Jessica joins Axelent Italy straight from college, so she's new to the industry. She will be part of a small and close team in Milan. The growth experienced in the last couple of years has been incredible and the need for new people has been at an all time high. The hiring of Jessica enables our sales team to spend more time doing what they do best, meeting the customers. She has already proven herself to be a fast learner and will be an important part of our team.

"I am very happy for the opportunity to join Axelent Italy, my first impressions of the company is all positive. My new colleagues have been very kind to me, which has made it easier to get started with the new job."

• Sabrina Vezzoli

Sabrina has been working part time for Axelent Italy since launch. On the first of April she will start working full time. Sabrina has previously worked in the administrative field for various companies.

"I am really happy and proud to join the Axelent family full time. During my years of working part time I had the opportunity to get to know my colleagues, so I know that I will join a professional team that works well together. I also love to work at an international company. And finally, I really enjoy working with my brother Davide here at Axelent."



Axelent Italy to exhibit at MEC SPE

2018 sees Axelent Italy's first exhibit at this show. We're excited to be participating at such a large event and looking forward to getting face to face with so many people, says Marcel Darroch-Davies. Not only will we be demonstrating X-Guard and it's continued innovations but also a range of complementary items including interlocks, cable trays and crash protection. Hopefully Axel can spare some time from his busy schedule to make an appearance.



Axelent Spain

Staff showed their creative side in a photo contest

All the staff at Axelent Spain took part in a competition to take photos that included Axelent's backpack. From the many excellent contributions, Maribel Hormigo's photo was voted the winner and she won a romantic trip for two. A more fitting prize would be hard to imagine as her picture shows her boyfriend proposing to her at a very special dinner. The photo has everything needed for a moment such as this: wine, roses and an engagement ring. It is not difficult to see why it won her co-workers' vote.

Other photos from
the competition





Entrance.



Technical office.

Axelent Spain keeps growing

Axelent Spain, S.A.U. has expanded its offices at the 1300 m² warehouse in Barcelona. The extension has given more space to the Technical Office, Administration, Commercial, and Marketing department, while creating a separate office for Management.

A large meeting room has been created as well as a new kitchen for the staff. Last December the Managing meeting was held in the new meeting room, in March it will host the Marketing meeting (AWM).



Meeting room.



Art exhibition hangs on Axelent's mesh walls in Bremen

For the creative mind, Axelent's mesh walls can be used for more than protecting people and property. The photo exhibition *Space Girls Space Women* is showing at the Universum museum in Bremen until October 2018. The exhibition's focus is on women in the space sector, both from a historical and contemporary perspective. Hopefully many young women will be inspired.





Anna Seidel at full speed on the Short Track course.

Short track

Anna Seidel won a bronze medal at the European Championships in Dresden

Few sports are as intense and quick as Short Track. One of the quickest during the European Championships in Dresden, Germany, was Axelent-sponsored Anna Seidel, 19. The young German put her best foot forward in front of her home fans to win the 1000 metre bronze medal.

This is Anna's second medal in a large international championships at senior level. Her career took off early as she was only 15 when she took part in her first Winter Olympics. Injuries have hindered her development since then. At this year's PyeongChang Winter Olympics, her best finish was 15th in the 500 metres. But Anna is already looking forward to the next Olympics with confidence. She has the talent, and with her young age she definitely has time on her side.

5 QUICKIES with Anna Seidel

City or countryside?
City

Activity or relaxation?
Relaxation

Eat out or at home?
Out

Favourite place?
At the ocean

Hidden talent?
Fable for fashion and photography



Sven's tips!

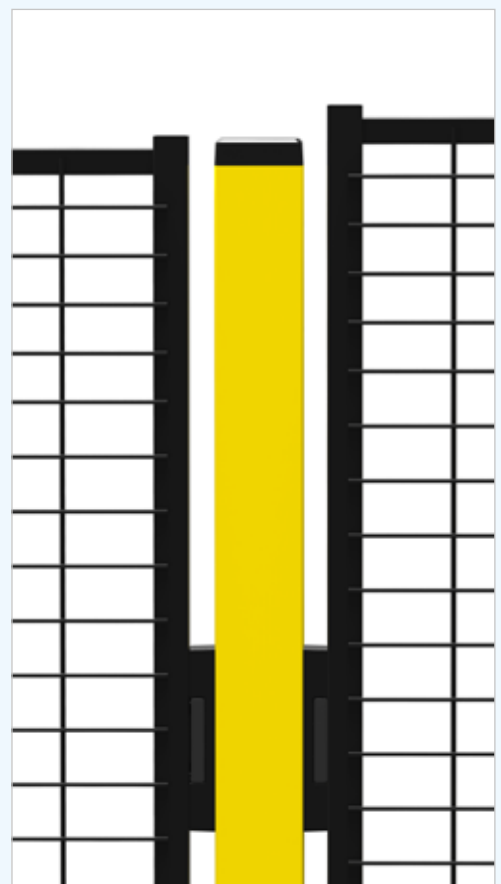
Smart height adjustment of X-Guard panels

At Axelent we focus on simplicity in the assembly and adjustment of your machine guards. Flexibility is important in giving every customer the ultimate use of our products.

You do know that each panel can be height-adjusted individually, unlike many other systems on the market?



Dutch superstar Sjinkie Knegt in the lead during the European Championships.





The global campaign

Movie time!

Grab your popcorn and get ready. Axelent published several films during the global campaign. The film *Welcome to Hillerstorp* came out on January 10 and became very popular. Many at the company felt that it really captured the Axelent spirit. On January 17, Axel appeared in public for the first time when his film from the sawmill released. Enjoy the show, and the popcorn.

See the videos at our
YouTube channel
Axelent Group





Axel at the sawmill

The film

Axel takes on a sawmill in great need of safety. With the help of Axelent's products the workplace becomes safe.

Views on YouTube

89 682

Views on Facebook

63 377

Views in total

153 059

Welcome to Hillerstorp

The film

Follow us to a snowy Hillerstorp and see where all the Axelent products are made, before they ship worldwide.

Views on YouTube

40 803

Views on Facebook

76 962

Views in total

117 765



Axelent Born Global

Kern Studer, Switzerland

Axelent's flexible solutions are top in the Alps

Kern Studer has its head office in Samstagern and a branch in Yverdon-les-Bains. They are market leaders within mesh panels for both industry and residential properties. The emphasis is put on service and flexibility to ensure that the customer gets the ultimate use of their products. Co-owner Urs Studer tells us more about the business.

Which products do you sell?

Our bestsellers are F-2000 and X-Guard. X-Tray and SafeStore are also often used. The range of applications for grid elements is very varied. However, the requirements of our customers are often not suitable for "pure" Axelent applications. For this reason we sell not only material but also special solutions.

How many employees do you have at the company?

At our head office in Samstagern and our branch in the French-speaking part of Switzerland, we employ over 60 people and more than 10 assembly teams are on the road for our customers everywhere.

Which markets do you focus on?

We focus on industrial applications such as warehouses, data centres, machine guards, workstation equipment for distribution and installation, and art storage systems for museums.

What are Axelent's strong points?

Axelent's products are flexible and versatile. The effort for planning and preparation is low and the prices are also competitive. The good quality and speedy deliveries make Axelent a valuable partner.

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

We get excellent support. For technical questions and special applications you can count on the experience of the whole group. Axelent is also a well-known brand.

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

The Swiss are very positive about Swedish products. Other big companies like Volvo, Ikea or H&M do a good job here.

What does the future hold?

In the future, our small market in Switzerland will be even harder hit by cheaper suppliers from abroad. Our speed, flexibility and willingness to look beyond the horizon should convince customers of us. Thanks to this service, the customer will forgive us a slightly higher price.

FACTS | SWITZERLAND

Switzerland is located in Central Europe and is mostly in the Alpine region. The country is one of Europe's smaller states with a surface area of 41,285 sq km.

It is one of the richest countries in the world per capita. The biggest exports are pharmaceuticals, clocks, chocolate and cheese.

Population
8,400,000

Capital
Bern

Official languages
German, French, Italian and Romansh



*Postcard
from
Switzerland*





Equipping the Australian market with enhanced safety solutions

Towards the end of 2017, NHP partnered with Axelent acquiring distribution rights to their safety fencing solution (X-Guard) and wire tray products (X-Tray) in Australia.

The partnership equips the local industry with unrivaled, flexible and complete solutions that enable the agility to customise products, all of which are designed in accordance to local specifications. Recently, we caught up with NHP's Product Marketing Manager - Safety, Sensing & Signalling, Rohan Pandit to discuss the recent partnership and the range introduction:

How have customers responded to the introduction of the Axelent range?

The introduction of the quality Swedish products seemed a natural fit for NHP, complementing our existing safety portfolio giving us a complete and comprehensive range. The overall response has been positive and sparked a great amount of interest as the range differs from anything else available, providing customers with a fully customisable and integratable solution as well as extensive options to suit specific application requirements.

What has been the biggest success so far?

Since offering the Australian market the advanced, tailored solution, together NHP and Axelent have secured and implemented the range in projects across the country.

With an established portfolio of projects already underway, there are many projects and opportunities in the pipeline.

How does the future look for Axelent and NHP?

Even though our partnership has not spanned a lengthy amount of time, in my experience, we have already established a great relationship fostered through the local support of Axelent's presence in Australia. With common foundations stemming from underlying passions for innovation, the partnership between NHP and Axelent looks to have a healthy and bright future.

What are your thoughts of Axelent's new safety agent, Axel?

Axel is a fresh and interesting take on promoting a safety culture in the workplace. This initiative from Axelent, evokes an engaged audience, injects a sense of comedy and creates a memorable brand association experience. With the innovative ranges creating a pathway for safety, the partnership is sure to elevate the benchmark for the local Australian market.

Storage for wine enthusiasts in Paris

Les Chais de France is a place where wine enthusiasts can rent their own storage in the company's big wine cellar. Located in a natural storeroom, Les Chais de France wine cellars benefit from timeless beauty of cut chalk with the efficiency of the latest technologies in terms of hygrometry. They also offer wine tastings at the convivial bar.

The standard box contains from 200 to 550 necks depending on the size and layout chosen by the customer. Les Chais de France are able to create customised storage space for larger quantities of bottles if required. Les Chais de France chose to work with BMI Axelent for the layout of their wine cellar storerooms. Mr. De La Porte, MD at Les Chais de France, has answered some questions about Axelent's products.

What was your need in terms of safety and storage?

First of all, we needed storerooms with mesh walls which allowed air circulation. Secondly, the mesh had to be thick enough to avoid degradation with any tools.

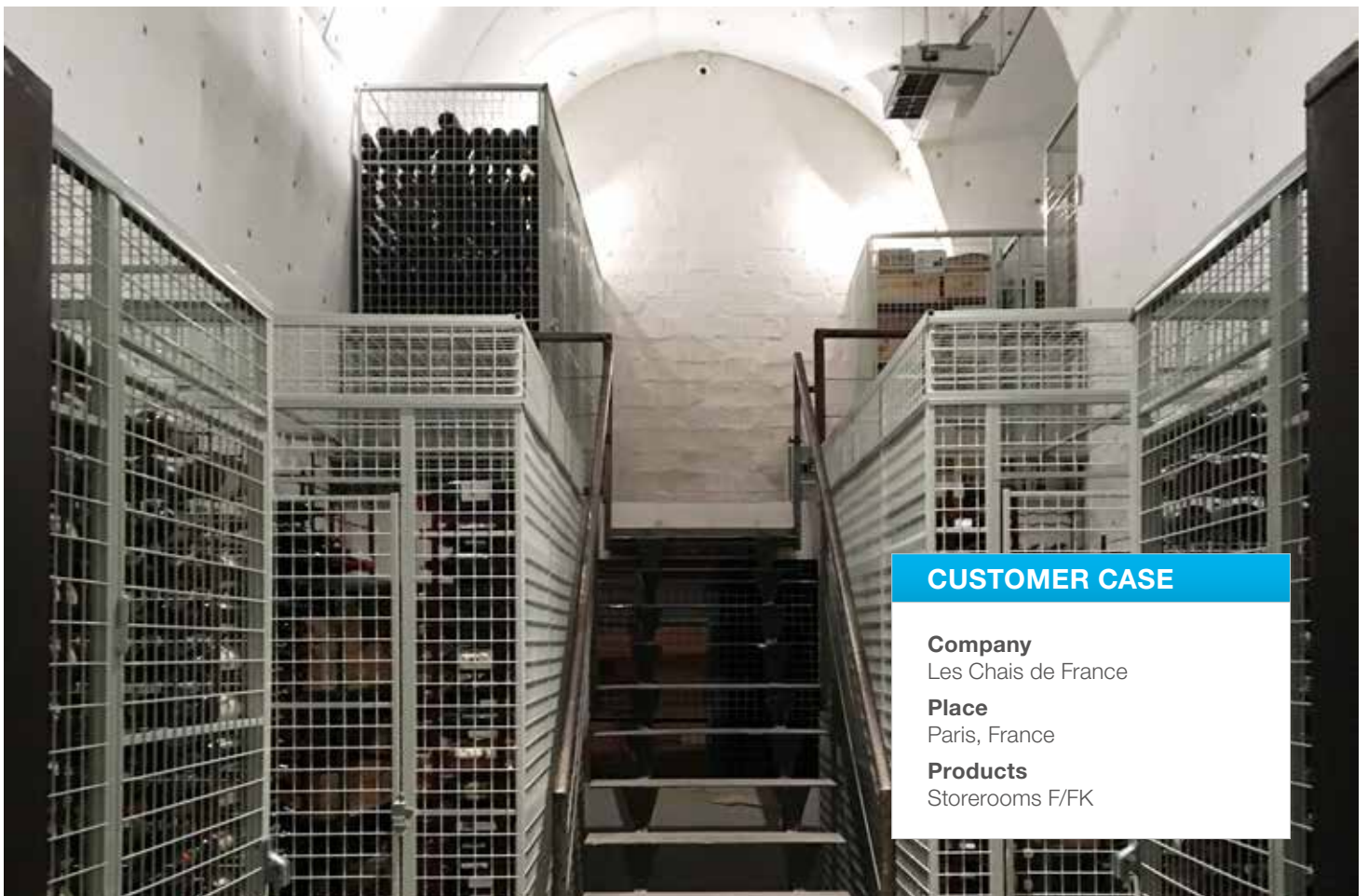
Thirdly, we needed to customise the mesh panels sizes to streamline the storage.

Why did you choose BMI Axelent as a safety partner?

BMI Axelent was the supplier who offered the best match for products and services at a competitive price.

What do you think about Axelent's products?

I am totally satisfied with Axelent's products, they are of good quality and good finishing. The panels are easy to install, in addition the order process and the delivery time always being reliable.



CUSTOMER CASE

Company

Les Chais de France

Place

Paris, France

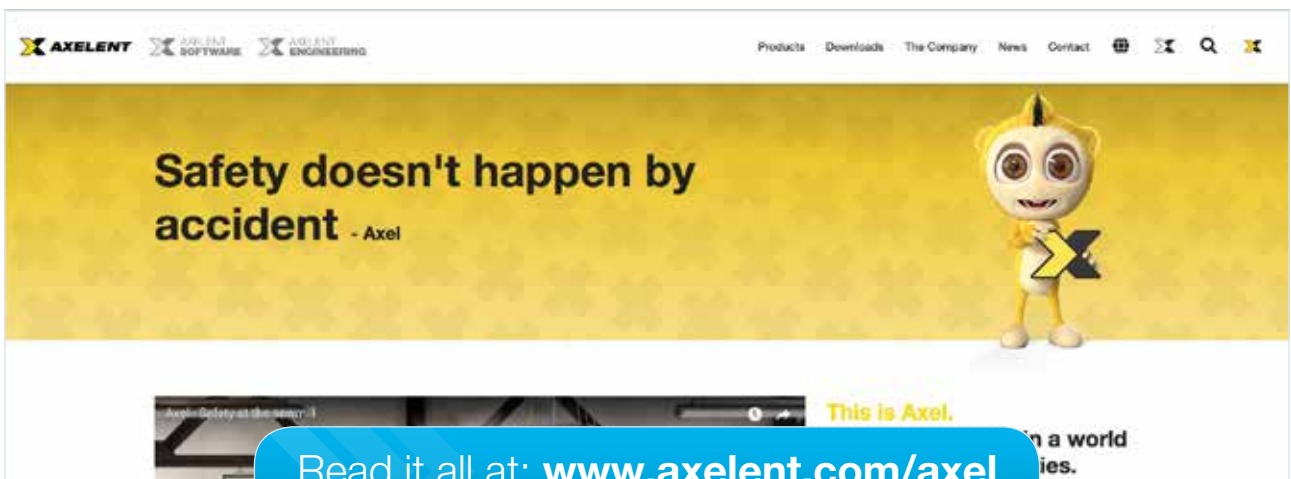
Products

Storerooms F/FK

The global campaign

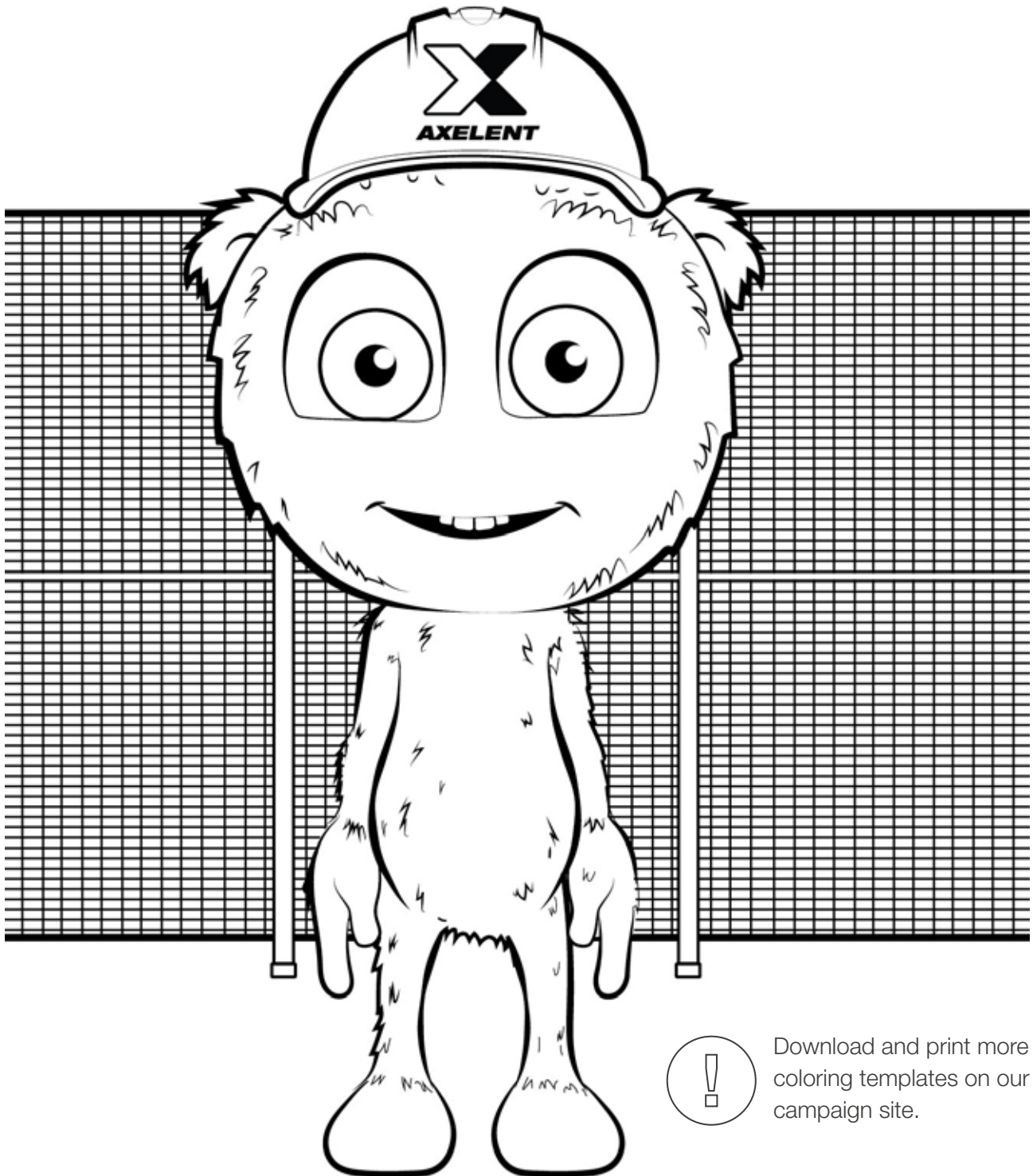
Four things you can't miss on our campaign site!

The global campaign has given us more than our new friend Axel. The overarching theme of the first part of our campaign has been safety. You can find a lot of good information on our campaign site, see the list below.



Give Axel some colour!

Axelent's safety agent Axel wants you to give him some colour. Let the kids have a go with the crayons, or perhaps you could do it better? When you're done, feel free to post on social media under the hashtag *#agentaxel*



Download and print more coloring templates on our campaign site.



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