

Axelent invests in the product range Wire trays in Axelent Wire Tray AB

X-Tray®, Axelent's own brand for wire trays, has the market's widest range, both in terms of material and function. X-Tray® will now be produced, stocked, and sold via Axelent Wire Tray AB. The company will be located in Hillerstorp, Sweden and the business will move from Axelent AB to Axelent Wire Tray on September 1st, 2022.

Jonatan Liljedahl is appointed new MD of the company and was recently Sales Manager Nordic for Rosti Group.



Jonatan Liljedahl, MD Axelent Wire Tray AB

"It is with great humility and excitement that we now form a new organization that in its entirety can focus on the products within Axelent Wire Tray. It will be a pure production and sales company that can benefit from the resources within the Axelent Group, which creates a very efficient structure. The products within the company have great potential where the goal is to improve the customer experience for existing customers while we can attract new customers to take part in one of the market's best products in their segment.

Axelent is a fantastic company with a stable ownership structure that takes great social responsibility and it will be a lot of fun to develop Axelent Wire Tray within Axelent".



Mats Hilding, Chairman of the Board, Axelent Group

"With the fantastic benefits of X-Tray, the potential for the product range is vast and I think the decision to invest in X-Tray is just right. The conditions for strong sales growth both among new and existing customers are very good.

Axelent Wire Tray (AWT) will be a separate company but part of Axelent the Group, which provides stability and security for both customers and employees, where AWT has access to the Group-wide functions and thus access to a well-functioning framework.

I want to welcome Jonatan Liljedahl as MD of Axelent Wire Tray, together with his team he will take AWT into the future".

Axelent's cable trays X-Tray® are developed for a smart, fast and easy installation. The cable routing system is a premium brand and complies with the highest demands on cable routing systems according to IEC 61537.

www.axelentwiretray.com