



We are developing wind power
"We are soon
completely green"

Grow With Us

How you can grow with us

Goodwill & Good will

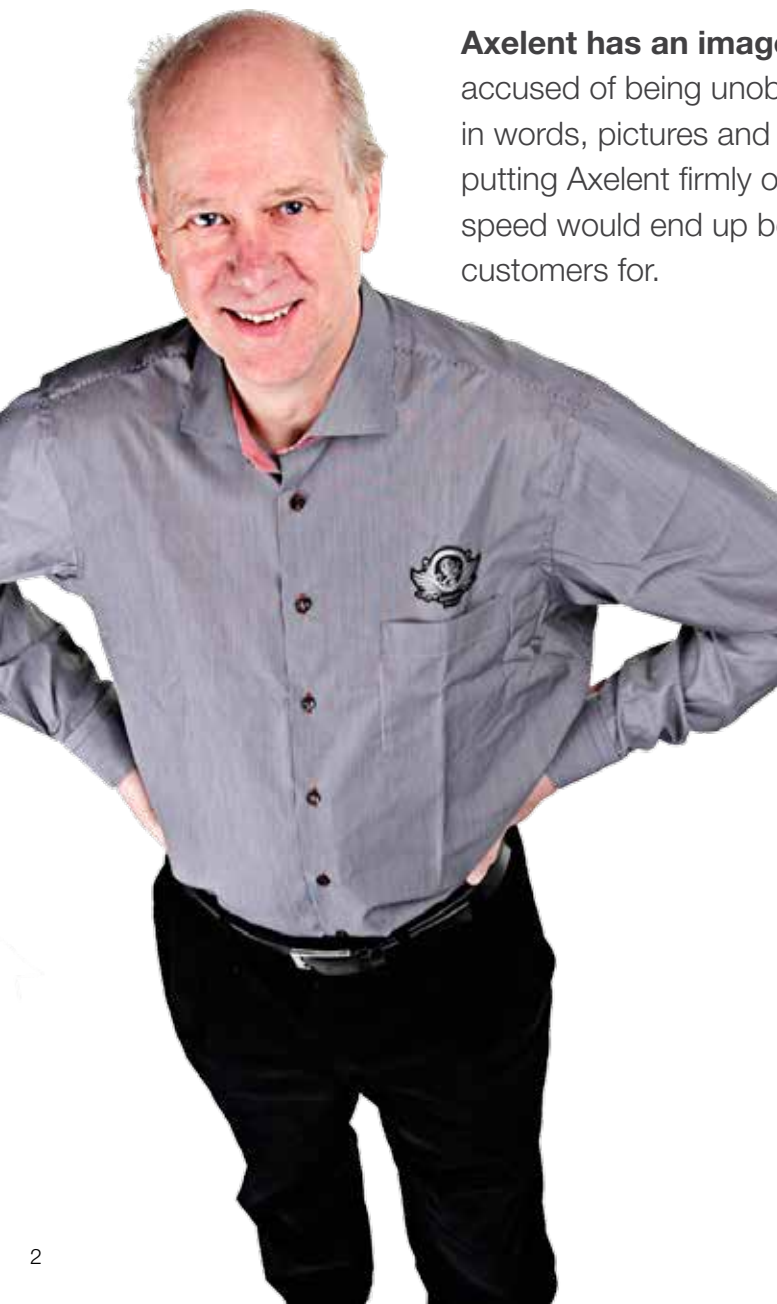
Speaking is silver.
Listening is gold.



*Goodwill according to the Swedish Academic Glossary.

Goodwill is a business term for the value in a company that exceeds the book value of the company's assets (equity). When acquiring a company, goodwill can be expounded by a well known brand, know-how, an established customer base, etc.

Goodwill & Good will Speaking is silver. Listening is gold.



Axelent has an image that stands out, is seen and can hardly be accused of being unobtrusive. Speed has been communicated clearly in words, pictures and actions. This has definitely been a great help in putting Axelent firmly on the map in no fewer than 54 countries. That speed would end up being 'our thing' is something we can thank our customers for.

We listened to what our customers had to say to get an idea of their needs with regard to machinery, storage and construction safety. Being able to deliver a fully functional and approved product speedily also proved essential. Safety often comes late in the purchasing chain, and when it does arrive you are pressed for time. Machines have to be commissioned, storages filled. Waiting times just do not work. We listened and we acted. This has made Axelent the successful company it is today and we have a goodwill* that is unique for us, and therewith impossible to copy. This makes me extremely proud and happy.

Thank you to all our 100 'product developers'

The things we did well yesterday do not need to be etched in stone forever. We continue to listen to our customers. Our latest market survey gave us some good improvement indicators when developing new products, concepts and services.

We are good at many things, but can definitely become even better. We would therefore like to thank all of you who answered our questions, therewith playing an active part in Axelent's continued development. You are worth your weight in gold to us.



**We now have it in
black and white**

We are good!

In the market survey, conducted by a market survey company, we found out a great deal about ourselves as a company, our products and how we manage our undertakings. As a supplier we were not far off top marks, which is gratifying. But the survey had two actual objectives: 1. Find out if we have done/are doing things right. 2. How we can do things even better.




- **Rapid replies**
- **Delivery reliability**
- **Easy to get hold of**
- **Give the customer our time**
- **Helpful**
- **Quick response to tenders**
- **Professional**
- **Good organisation**
- **Flexible**
- **Stable**
- **Personal customer contacts**
- **Always the latest information and news in catalogues, etc.**
- **We know our product**
- **We only get wrong products occasionally**



- The possibility of even more robust products. **Underway!**
- Clearer website information about the difference between the various models, and more detailed specifications of the products. **A whole new page under construction!**
- More sales visits. **We are working on it!**
- Inform better about all the products in the Axellent range; accessories, additional services, etc. **We will improve our focus on selling our All Inclusive offer.**

**We got top marks for
accessibility, support and service**



**TINGSTAD PAPPER,
HISINGS KÄRRA,
HISINGEN,
GOTHENBURG**

Cutting-edge logistics

Together with EAB in Smålandsstenar we have delivered anti collapse and machine guards to Tingstad Papper AB's new logistics facility in Hisings Kärra, Hisingen, Gothenburg. A facility with 33,000 square metres and roughly 45,000 pallet spaces.

Tingstad Papper's new warehouse is an impressive facility with efficient logistics down to the finest details. The company supplies and distributes disposable and consumer goods to the restaurant, hotel and convenience goods trade where the combination of right goods in the right place at the right time is crucial.

Daniel Söderström, IT Manager and Project Coordinator Tingstad's new logistics centre:

"We naturally put high demands on the best possible efficiency in our new facility. We'd grown out of our old premises and saw the opportunity to do it right from the beginning. For this we needed suppliers we could trust and who knew what they were doing."

Kept to the schedule

"We used EAB as supplier of the storage fixtures and fittings, and they had Axellent as their supplier of anti collapse. We've also used Axellent for the machine guards around the machines that wrap the goods in plastic sheeting before being delivered to the customer. We are very satisfied with the result and the fact that they kept to the schedule."





Axellent SafeStore

Easy to assemble. Creates light and space!

Axelent's SafeStore anti collapse is fixed onto the back of the pallet shelf to prevent goods from falling down and causing damage or injury. Today SafeStore is used in all types of warehouses, from the small manually operated to the large automated crane storage.

Easy to assemble, easy to adapt

The SafeStore system is based on six standard sections that can be adapted to almost all modern shelf systems. SafeStore is extremely flexible thanks to the smart design that facilitates adaptations quickly and easily. The 'brick principle' is used when assembling for best possible stability.

Light tone and approved

Axelent's SafeStore is powder-coated in a light grey tone (RAL 9018), which makes the warehouse feel light and fresh. Also, dust is not as visible on the light colour. Our anti collapse system naturally complies with the EN norms for this category of guard.

Axelent's guards have been used together with EAB's racking.

The customer has had Axelent's X-Guard installed around the plastic wrapping machine.

Tingstad Papper AB has a 250-metre long facade screen-printed with photographs from the nearby forest.



"We are very satisfied with the result and the fact that they kept to the schedule."



Daniel Söderström, IT Manager and Project Coordinator for Tingstad's new logistics centre.



We are on the up again!
"May was one of our best-ever months."

Axelent Wire Tray is going from strength to strength in the development of premium products within wire tray systems. We can rejoice in May being the company's best-ever month. We not only supply a very broad standard assortment, we also have the know-how to supply customised products and systems that set us apart in the industry.

From left to right:

Andreas Gotmark, MD at Axelent Wire Tray
Herminio Soto Moreno, Sales Manager, Portaconductores,
Dan Sjöqvist, Product Development at Axelent Wire Tray,
Juan Carlos Urrutia Roa, Head of Finance and Purchasing
Portaconductores

New partner in Chile

Portaconductores Limitada

In Santiago, Chile you will find our partner, Portaconductores Ltda. They have worked with wire tray systems on the Chilean market since 1999 and are today regarded as one of the market leaders in cable managements. Their customers are mainly found in the food industry, telecom/data, mining industry and traditional machine industry.

Portaconductores work hands-on with their customers and often enter a project early with technical support in order to find the most cost-effective solutions together with the customer. This has led to projects in other South American countries.



Santiago, Chile





We are now launching

X5

The fastest quick joining on the market.

Herminio Soto Moreno, Sales Manager, Portaconductores:

A long business relationship with Sweden

"Business exchanges have existed between Chile and Sweden since the early 1920s. Today there are more than 40 Swedish companies established here and more than 150 Swedish brands represented by Chilean companies, so we're well aware of the quality, responsibility and commitment surrounding Made in Sweden products."

We looked for quality and reliability

"Axelent is not the only manufacturer of wire tray systems in the world, but we've known the company for a long time and know that they stand for first class production and quality products. This, together with good personal relationships with Sweden, convinced us that Axelent Wire Tray suited us best in our search for the most serious company with the best quality, reliability and commitment. It feels really exciting to be part of the best wire tray systems on the market."

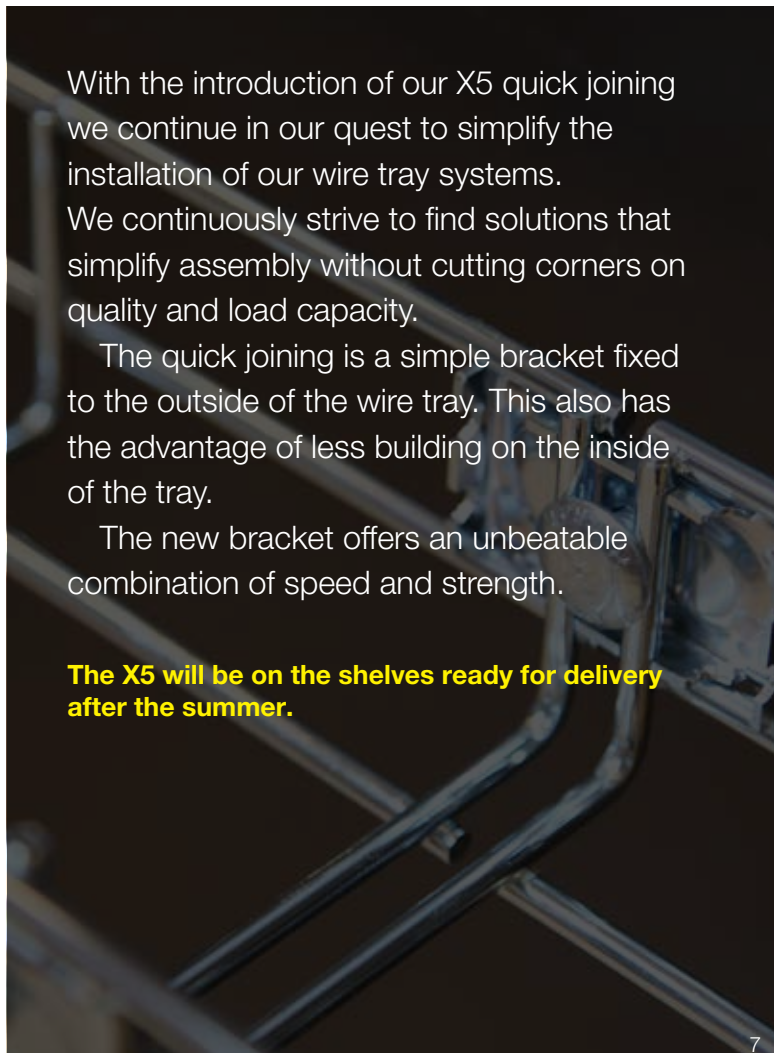
With the introduction of our X5 quick joining we continue in our quest to simplify the installation of our wire tray systems.

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

The quick joining is a simple bracket fixed to the outside of the wire tray. This also has the advantage of less building on the inside of the tray.

The new bracket offers an unbeatable combination of speed and strength.

The X5 will be on the shelves ready for delivery after the summer.



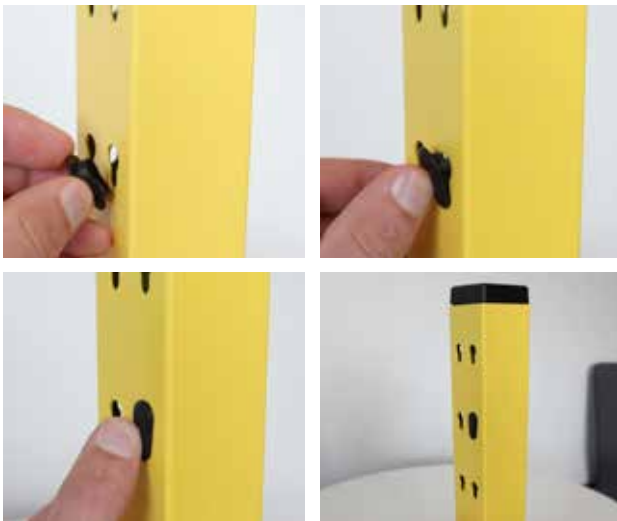


New cover plug!

Our family of cover plugs has a new member.

Our new cover plug makes it easy for you to cover the unused holes in the poles. This stops things from getting stuck in the holes or dust and other things settling on them or falling through them. The plugs also give a tidy impression.

If you would like to know more about the things covered on this page or something else regarding our products then get in touch with me. Sven Toftgård, phone: +46 370-37 32 81 email: sven.toftgard@axelent.se



Quick fastener

Free & easy. Where you want it!

Do you know that our smart panel fittings makes it easy to position your panels exactly where you want them? The quick fastener can be placed freely on the pole's three sides. You can also fasten them straight onto a machine, a wall or other mesh wall system.



X-Guard® Roll-Up

Do you need a door, or maybe not? Then Axelent's Roll-Up is just the perfect solution. The manual Roll-Up comprises of a module system with an integrated spring-loaded shaft. This is a perfect and an effective solution for manual workstations. Our Roll-Up is available in three widths and two heights.



Axelent is investing more wind power

"We are soon completely green"

Less greenhouse gas emission

The last week in May we made a further decision involving our wind power project. We will now be increasing the number with two more large wind generators, which, when at full capacity, means that we will produce as much green energy as we consume.

The wind generation of electrical power is a good way of reducing our environmental and climate impact. This is a modern wind generator that replaces oil and gas power production, reduces carbon emissions by 4,200 tons a year, sulphur dioxide by 4.5 tons, nitrogen oxide by 3.5 tons and dust/ash by 33 tons. The service life is between 20-30, giving us long-term environmental benefits.

The scheme is through the cooperative society, E-Kraft. Together with a number of other companies, we are collaborating to produce our own electrical power to secure supply and prices in the long-term.

Background

The idea came to light back in 2007 but the society was not up and running until 2010. In 2011 we invested in two wind generators that together produce roughly 11 GWh. In December 2013 we purchased a generator with an estimated production of 6.5 GWh.

We are now building our own

This time two new wind generators are being built at Klämman in Reftale (roughly 30 km from Hillerstorp). We members of E-Kraft own 40 per cent. The generators will together produce somewhere in the region of 23 GWh. As partner in the project we will access to 9.2 GWh.





We are now offering 3D ViewStation & EXALEAD OnePart

For 3D viewing | 3D CAD analysis | Technical documentation
3D Publication

New!

3D ViewStation is a powerful 3D viewing tool that guarantees enormous time savings for companies. The search function is so smart that it facilitates simultaneous loading and analysis from different CAD systems without needing to convert formats.

One second is all it takes!

It searches all documents, images and drawings, giving you all the data you need on previous designs, products and projects, etc., in one second flat.

Security

As well as saving time, this gives the company security and a knowledge base that is not just sitting in the head of one member of staff or a consultant. Everybody here with access rights can share information surrounding a project, item number, details, etc.

AP&T Tooling Solutions is a satisfied customer

Machine manufacturer AP&T is a satisfied user of 3D ViewStation. Each machine and automation project implemented by the company contains enormous amounts of information that is essential to find quickly during a project and after completion.

Joakim Kilén, Design Manager AP&T: "3D ViewStation is a 3D Viewer that I warmly recommend."

Full speed ahead for conversions
200 Step files a month

Axelent Engineering is the distributor of Kisters 3D ViewStation in Sweden, Norway and Finland.

Can we create more profitable flows in your company?

Axelent Engineering is one of the region's largest consultancies in the field of automation solutions. Our consultants work for some of Sweden's leading industries, but we also help smaller companies who need advice on automation. We have a wealth of knowledge that we gladly share. Automation is our passion and we create profitable flows when and where they are needed.

We have had an amazing response to our new conversion program for STEP files. It saves time and ensures that everything is correct and included in your order.

For further information please contact:

Mirko Miljevic

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New Axelent company in the Axelent Group

Axelent do Brazil



São Paulo, Brazil

The Brazilian team:

Alan Careta, Marcos Carvalho, Marcos Francisco da Silva, José Rodrigues Nascimento, Leandro Figueiredo, Raul Rodrigues, Angelo Rodrigues, Durvalina Rodrigues, Angelita Sanches, Paulo Rivair, Jorge Rodrigues, Yasmin Rodrigues da Silva, (and kneeling) Jorge Dias Neto & Luiz Rodrigues da Silva.

Inset image: Cassia Cunha, MD.

Many advantages in representing Axelent

"There are many advantages in representing Axelent. We get support from head office to open up and expand the business on a new market.

Swedish products stand for good quality and advanced technology, which feels good for us when we are out recommending our customers machine guards and other mesh products."

Expansion in progress

"The future looks very bright indeed. We will be expanding and striving to make Axelent the first choice in machine guards and cable tray systems."

Stefan Axelsson, Export Manager, Axelent AB:

"It feels great to be investing full out in Brazil and neighbouring countries through our own company. There's an enormous industrial sector here that definitely needs good safety solutions. We have great trust in Cassia and SRP and will be increasing the number of agents in the near future. South America is massive!"

This time a postcard has arrived from São Paulo in Brazil by way of our agent, SRP. At the end of May we signed the papers for a whole new company, Axelent do Brazil, in which Cassia Cunha takes up the role of MD.

The partnership with SRP will continue just as before.

"SRP began as an agent to Axelent in mid 2012. We have 10 employees working within automotive, robot technology and machinery.

For Axelent's part it's chiefly the X-Guard machine guard and the X-Tray wire tray system. We're satisfied with Axelent because their products are built around a module system that is easy to install, is of good quality with a good design and a reasonable price."

Opening ceremony with a sprinkling of stardust



On Saturday the 10th of May we opened our new 6,700 square metre facility. A day of celebration for all our staff, their families and close friends. As well as some fun activities and refreshments, we also had the chance to meet some of the stars of the HV71 ice hockey team: Filip Sandberg, Christoffer Törngren and Gustaf Wesslau.



3M Svenska AB chooses plastic guards



3M Svenska AB has chosen to invest in the A-Safe safety barrier in spring-cushioned plastic. Axelent had the privilege of supplying and assembling the barrier at the Group's factory in Värnamo and after just six months it is already receiving customer plaudits.

Anders Persson, 3M Svenska AB in Värnamo:

"We have a segregated system that separates trucks from people and needed a barrier that was secure, did not cause damage and fitted in well with the storage design. A-Safe's products have been used by the Group before and when we saw the barrier in England we decided to use it here in Värnamo."

A-Safe from Axelent

"We'd used Axelent as supplier of machine guards to our plastics moulding machines before and as they represent A-Safe they also received this order. Axelent took care of the entire assembly. And we are very pleased with the end result and despite a few collisions, we can't see any damage anywhere after six months of use."

Safety first

"We always put safety first at 3M and strive to create as safe a workplace as possible. As a part of this policy we are currently introducing Behaving Based Safety (BBS), a concept based on all the staff understanding and complying with the guidelines provided. It will permeate the entire operation and is well underway."

3M Svenska AB in Värnamo manufactures hearing protection and ear plugs under the Peltor brand.



Axelent premium supplier to HBV

Axelent has been chosen as premium supplier to HBV. The agreement gives us the opportunity to supply products to all the municipal housing companies in Sweden.

There are roughly 850,000 apartments in Sweden that are managed under 160 or so general agreements issued by HBV. HBV is a cooperative society and a central purchasing body specialising in property related products and services.

Jonas Gallneby, Sales Manager at Axelent Construction in Sweden and Norway:

"We are naturally very proud and pleased about this. It shows how good Axelent has become at not only supplying storeroom walls, but also in being a key partner for customers looking for a turnkey solution rather than a one-off product."



Axelent Good will Gift to the Balkans



The rain in the Balkans was the worst for 120 years. At least 50 people have died, 100,000 buildings destroyed and millions of Bosnians and Serbs are without clean water. At Axelent we wish to show our good will by donating SEK 75,000 to the Red Cross relief work after the flooding in Bosnia.

Mats Hilding, MD at Axelent:

"We have many workers with roots in Bosnia and who still have families down there. They asked us if we could help in any way and it felt natural to do so."

Atif Brakic, Axelent employee, born in Bosnia:

"I've worked at Axelent for almost eight years and it feels really good to give support where it's needed the most."

Axelent's MD Mats Hilding together with employees Atif Brakic and Zenan Jugo. Atif Brakic says that the employees have made their own collection.

Photo: Emilia Lindholm, Värnamo Nyheter

Would you like to feel safer in your knowledge? **Take the easy way!**



We are putting together a guidebook for machine safety with the aim of helping everybody involved in safety to feel more self-assured in their role. The book is being written together with Matthias Schulz, safety expert, technical writer and lecturer in machine safety. The book is intended to explain, inform and give all the necessary information in an easy to grasp way, and is not weighed down with heavy legal jargon, regulations and unverifiable facts. A quick guide for everybody who wishes to feel safer in their knowledge.

The book is due for release at the end of the year.

Would you like to reserve a copy now? Contact Linda Bergman, linda.bergman@axelent.se

Collaboration with higher education

We believe in close cooperation between schools and trade industry. We have a number of collaborations with the universities in Jönköping and Halmstad. The picture shows graduate students Björn Kaatz and Tanja Bulatovic, who studied International Management at Jönköping University. With the help of Stefan Axelsson, they completed a very interesting project here at Axelent under the heading Axelent goes Balkan. We wish them all the best in their careers and hope we get the chance to work together again.





Have a nice summer!

Finally, we would like to wish all our customers, suppliers and other readers a great summer. Production, storage and customer services are open as usual during the summer.



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