

XNEWS



No. 2 · 2017

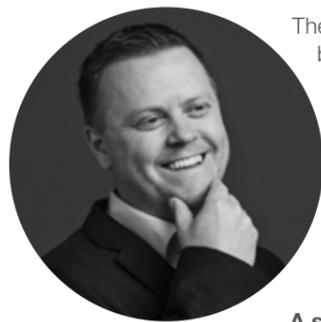
Axelent, Machine Safety, Warehouse Partitioning, Cable Routing Systems
Axelent Engineering, Automation, PLM & Design · **Axelent Software**, Software solutions





Axelent, a strategic winner

A frustrated coach once said to a young Wayne Gretzky when he failed to get any shots away: "You miss one hundred per cent of all the shots you don't take". He was right of course. To win you have to dare, and winners always dare. But daring is only a part of it. A plan, a strategy and a goal are also vital ingredients.



The first part of the year has been phenomenal for virtually the entire Axelent Group. I sometimes jokingly say that we at Axelent only surround ourselves with winners, and that is no exaggeration if we look back on our sponsorship initiatives.

A sprinkling of stardust over the Axelent brand

While on the subject of ice hockey, our sponsorship of HV71 reaped its reward with a runners-up position for the women's team while the men were crowned Swedish champions. In Nordic Combination, Johannes Rydzek

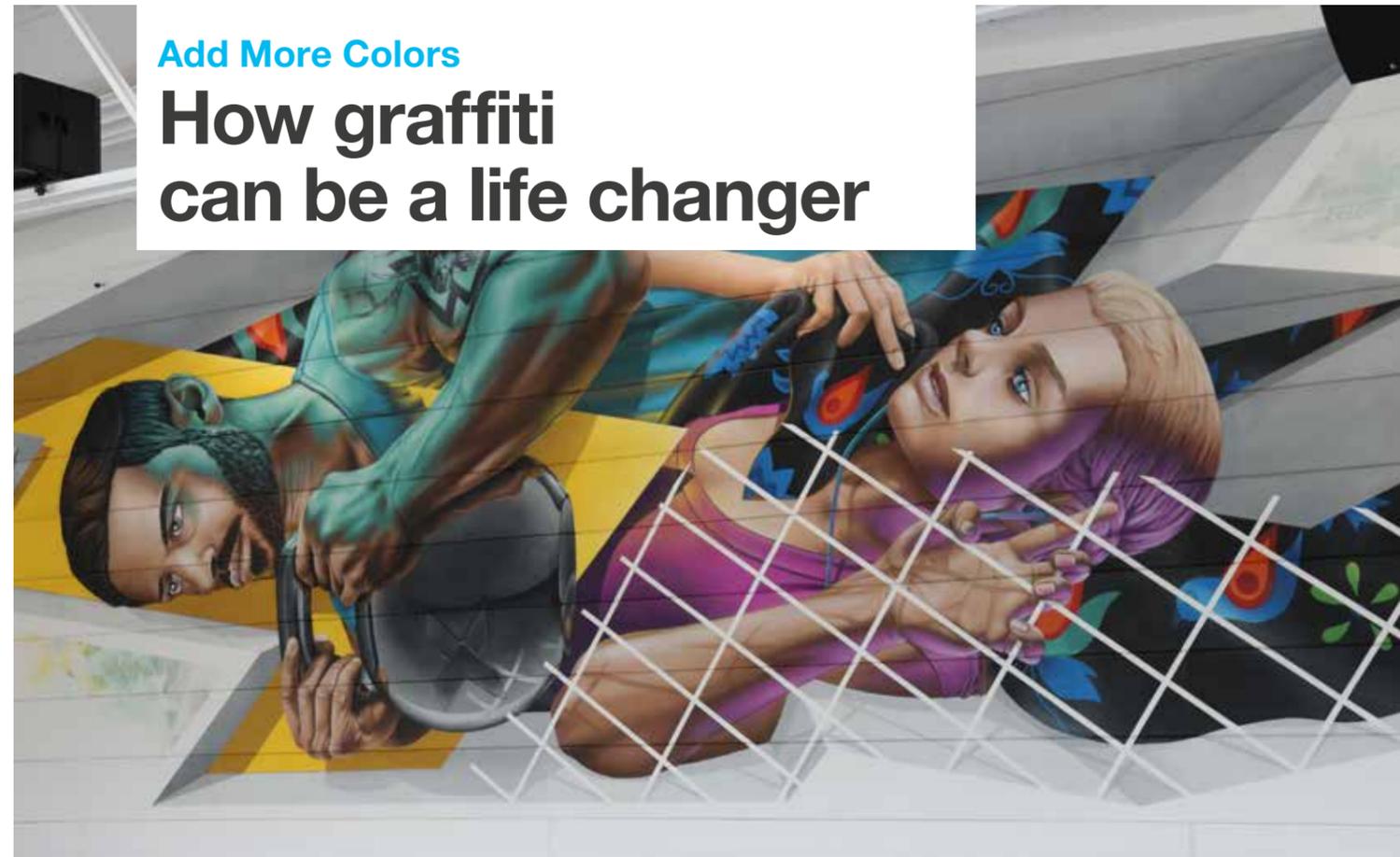
wrote himself into the history books by winning no fewer than four World Championships.

In addition to being inspired by, and endlessly proud of, these golden moments, we also get an insight into the importance of team spirit, goals orientation, strategy and implementation.

A 50 per cent increase in production capacity

Just like our dedicated athletes, we have begun preparing for next season. We have invested in a new production line (X-Line 4) and increased our production capacity by 50 per cent. In short, it means that we build on our success and are well equipped for a new strong season.

Stefan Axelsson, Export Manager, Axelent AB



Add More Colors

How graffiti can be a life changer

When Axelent AB, Hillerstorp, built a new production area last winter, part of it was used as a sports hall for employees. To create something different and eye-catching, street art agency Add More Colors were tasked with spraying a gigantic graffiti mural on one of the walls. The beauty of it is that it not only adorns the place, it has also changed the lives of people in Cambodia.

Peter Brobeck, Art director, Add More Colors:

"The mural in Axelent's sports hall was so large in both scope and economic dimensions that we could allocate 25% of the revenues to our ongoing charity project in Cambodia. That feels great! Normally, 10% of the revenues are allocated.

I've been in Cambodia myself since August 2016. Together with the Green Leaf Foundation charity organisation we've invested the revenues from Axelent's wall mural in a water well for the small villages surrounding Siem Reap."

See their smile – self-sustaining source of income

"Our mission together with the Green Leaf Foundation has been to create a self-sustaining source of income for the villagers. The outcome of all this is 'See their smile', a video service where the donor not only gets pictures from the project, but also a video of the work and how their donation has improved the quality of life for the villagers. It's the people themselves who do the filming and editing, which generates local jobs. Axelent was the test pilot for the project."





NLR, Netherland Aerospace Center

X-Guard secures the aerospace industry

NLR develops innovative and turnkey solutions for the complex challenges faced by the aerospace industry. The operation covers the whole spectrum of research, development, testing and evaluation, from validation and verification to eligibility, simulation and follow-up. NLR bridges the gap between research and practical applications, and works for both private and public sectors in the Netherlands and abroad.

Example of work carried out in the NLR laboratory

Stefan Grudelbach, Sales Manager, Axelent Netherlands B.V:

“On some aircraft models, the main landing gear has a brace made of carbon fibre. The fibres are woven onto this brace using the braiding machine you see behind X-Guard’s plastic walls.

Only prototype manufacturing takes place of carbon fibre braces. The braiding machine is used only for product development. NLR builds and tests aerospace products together with manufacturers like Fokker, Boeing, Airbus and Lockheed Martin.”

Axelent’s products in the NLR laboratory

“The NLR laboratory operates according to the cleanroom air flow principle, with low levels of dust, airborne particles and chemicals. This is why we chose X-Guard plastic walls to attract as little dust as possible. The walls also come into their own when the customer wants to check their product in the laboratory because they give a free view – and a clean and exclusive impression as an added bonus. The machine guard is 2300 mm in height, but the customer chose a lower height (1400 mm) in front of the machine to give a better view of the project and braiding



Stefan Grudelbach, Axelent Netherlands B.V

process. The posts are 50x50 in standard yellow (RAL 1018). In front of the machine we also put a door equipped with a hitch lock.”

X-Guard ensures that the machine cells can work uninterrupted

“The braiding machine will be operated by a single person well-versed in the risks involved with the machine. This is one of the reasons the customer chose not to equip the front doors with a breaker.

As I mentioned earlier, the carbon fibre products will be managed by hand in the first machine cell (the braiding machine). The second cell has several different fully automated processes. First a robot is picking up plies cut out of a carbon fibre weave

by a cutting machine and stacking them together. Secondly a infrared heater is used to vacuum form these carbon fibre preforms to the desired shape. This seemingly simple process gives the carbon fibre great durability.”

Complete machine safety in three days

“The NLR project was divided into two stages. Stage one was to secure the robot cell with the help of X-Guard. When everything was commissioned and fully functioning, the braiding machine was secured. The whole project took a total of three days to assemble.”



Facts | NLR

Netherlands Aerospace Center (NLR) is a market leading centre for aerospace research. The company has its roots in the Netherlands, but operates worldwide. NLR’s mission is to contribute to making air traffic even safer, more efficient and sustainable in the Netherlands, the rest of Europe and around the world.

Workforce: 600.
Founded: 1937.

» nlr.org





X-Rack fitted with a new larger cable tray

Axelent's X-Rack system is one of the market's smoothest and strongest open rack systems. The system organises, facilitates and protects the equipment.

"I'd like to recommend a brand new wire tray we've specially designed to meet customer needs.

The new tray is 120x80x800 mm in size and is the perfect solution when the rack is full and more cable space is needed."

Wire tray Large, electro-galvanized
Item No. 7100-250

Complete with fixing brackets, nuts and bolts.



Intermarché

FACTS INTERMARCHÉ

Intermarché

Intermarché is the name of a French national and international food chain. Intermarché is part of the large retail group "Les Mousquetaires", founded in 1969.

Stores in Europe:

France: 1,835

Belgium: 78

Poland: 232

Portugal: 243

Les Mousquetaires

Sales: €40.2 m

Workforce: 146,000

BMI Axelent

FlexiStore protects the air conditioning unit as well as people

BMI Axelent is situated near Le Havre, the largest seaport in France.

Intermarché, a well-known French food chain, contacted BMI Axelent for help to protect the air conditioning in their store in Le Havre.



Christophe Levacher, seller, BMI Axelent:

"The Intermarché food chain contacted us for help at their store in Le Havre.

The massive air conditioning plant needed guards. The project was special because it included a 7 meters span self-

supporting roof in FlexiStore mesh panels. We came up with a solution and carried out the installation.

The guard has a double function. It guards the plant from trespassers while protecting people from it."



Axelent Spain Academy

Product training with focus on X-Tray

Axelent Spain have wind in their sails. Several new recruitments had arrived and it was high time for some product training. Hands-on training is a tried and tested method of improving the knowledge of Axelent's product range throughout the company.



Andreas Gotmark, Sales Manager at Axelent AB, visited Axelent Spain Academy to give hands-on training in the X-Tray range.

Erica Bengtsson, MD, Axelent Spain:

"Internal training is vital and something we'd like to invest more in. X-Tray especially is a product we needed to learn more about in order to promote it on the Spanish market.

We learned the difference between the two X-Tray systems: on the one hand a complete cable routing system for clean rooms, food storage, telecommunications, and on the other a complete system in black, specially designed for X-Guard. We also ran through the basics of assembly and the various parts."

Picture above: Andreas Gotmark (dark jacket) shows Eric Plana how to fit an X-Tray wire tray to an X-Guard panel. Also in the picture from left to right: Inigo Martínez, Antonio Rovira, José Luis Parra.



Nine out of ten customers recommend Axelent Spain

To check the level of their customer service, Axelent Spain conducted a customer satisfaction survey. The findings were very positive. 89 per cent of the respondents said they would recommend Axelent Spain.

The customers had the following to say about the company:

- High quality products that are easy to assemble
- Flexible and adaptable solutions
- Keep their promise and always deliver on time
- Professional approach

There were also things to improve upon:

- Reduce the problem of non-standardised products
- Deeper understanding of customer needs

With the customers' views in mind, Axelent Spain is continuing to work on improvements while saying a big thank you to all their customers.



New! X-Guard posts prepared for push buttons

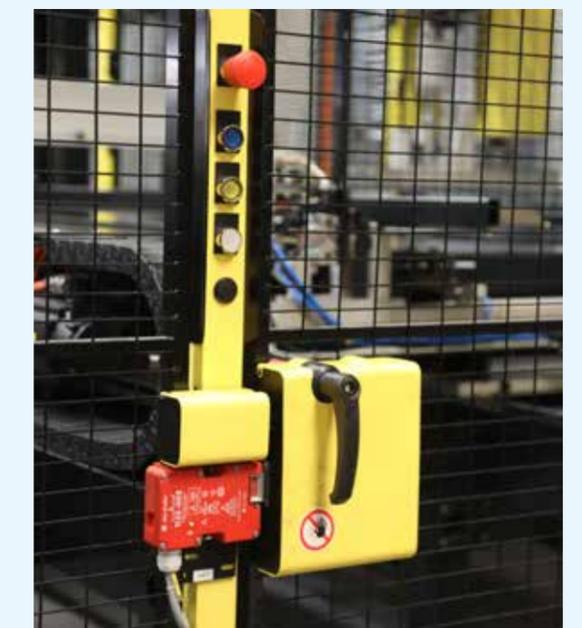
Axelent has developed X-Guard posts ready prepared for push buttons. They make handling much easier and give a clean and tidy installation.

The post is equipped with a cover cap that doubles up as a guard against accidental activation. Designed for standard push buttons.

The post comes in widths of 50x50 or 70x70 mm, and heights of 2000 and 2300 mm.

X-Guard post, prepared for push buttons

- Item No. P11-200-A01 – 50x50, 2000 mm
- Item No. P11-230-A01 – 50x50, 2300 mm
- Item No. P13-200-A01 – 70x70, 2000 mm
- Item No. P13-230-A01 – 70x70, 2300 mm





Axelent SSEA Co., Ltd.

Bangkok – the hub of Axelent’s Thailand venture

The new Thailand company Axelent SSEA Co., Ltd was founded in December 2016. We asked Managing Director Andy Kitthanasup to give us some insight into the business.

Which products do you sell?

“Our main focus is on marketing Axelent’s X-Guard and X-tray products.”

How many employees do you have at the company?

“Right now at start-up we are three employees. If the business grows as planned then we will probably need to employ a few more.”

Which industries do you target?

“We’ve set our sights on four target markets: robot dealers, System Integrator companies, end users within, for example, the food, automotive, packaging and agricultural industries, and government projects and the like.”

What are Axelent’s strong points?

From a personal point of view, I think it is a mixture of several things, but to name a few: access to inhouse research and development, unique product qualities, a strong brand, a skilled workforce and well-oiled teamwork.”

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

“We in Thailand are proud of being part of one of the best multinational companies. It’s a great advantage to be part of a well-oiled network of global sales where we are constantly growing in terms of business value.”

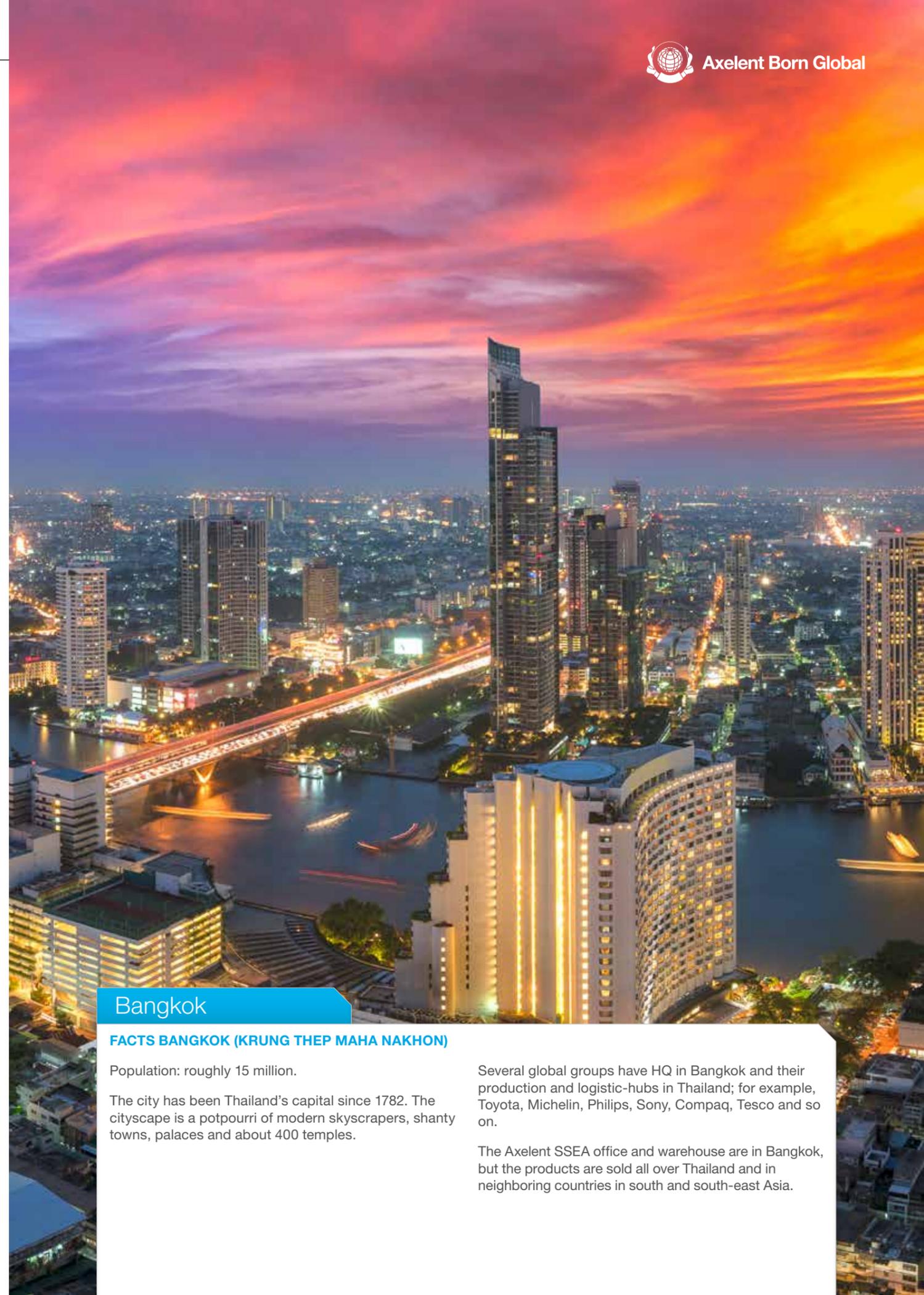
How do you and your customers feel about Axelent being a Swedish company with its own production plant?

“That’s not a problem at all. Axelent offers high production standards, good product quality and overall a good and reliable system.”

What does the future hold?

“I hope to see Axelent’s outstanding and strong brand gain ground in this part of Asia. The conditions are definitely in our favour.”

Mats-Peter Runegrund and Andy Anugool Kitthanasup



Bangkok

FACTS BANGKOK (KRUNG THEP MAHA NAKHON)

Population: roughly 15 million.

The city has been Thailand’s capital since 1782. The cityscape is a potpourri of modern skyscrapers, shanty towns, palaces and about 400 temples.

Several global groups have HQ in Bangkok and their production and logistic-hubs in Thailand; for example, Toyota, Michelin, Philips, Sony, Compaq, Tesco and so on.

The Axelent SSEA office and warehouse are in Bangkok, but the products are sold all over Thailand and in neighboring countries in south and south-east Asia.

Historic gold medals during the World Championships in Lahti 2017

Johannes Rydzek, 26, entered the history books during the World Championships in Lahti, Finland. He won four gold medals in Nordic Combined, a feat that has never been done before. He also successfully defended his two gold medals from the Falun 2015 World Championships. Axellent decided to check Johannes's pulse.



5 quickies!
with Johannes Rydzek

City or countryside?
Countryside

Activity or relaxation?
Activity

Eat out or at home?
Home is simply best

Favourite place?
Allgäu

Hidden talent?
I'm a budding barista

You wrote history when you won four gold medals. Was that what you had in your sights? Did you dare to dream of this kind of success?

"No, I definitely didn't expect that. I knew I was in good enough shape to go for medals in all the heats, but so much can happen in our sport that it's impossible to plan or predict success."

Which of your successes do you rate the highest? Or isn't it possible to put a value rating on your medals?

"Each medal and success carries its own story and therewith its own significance. My first World Championship title in Sweden in 2015 was naturally very special. Particularly as it was my first title together with Axellent."

What goes through your mind when you are about to jump?

"You're in the famous 'tunnel' at that moment, totally focused on that one thing. You execute the jump mentally and hope the conditions are perfect at the key moment."

Are you allowed to break your jump on the slope or do you have to follow it through?

"No, you have to complete the run. Simply do your best. The only thing you know for certain is that you will be more or less successful."

You are successful in what is for many people a small sport. Where did you foster your interest in ski jumping and skiing?

"I grew up in Obersdorf in the German Allgäu region. They say that children there are born with silver skis on their feet. The Four Hills Tournament and the Nordic Skiing World Championships 1987 and 2005 put Nordic Sport on the map in my home district. As a child I began with ski jumping and cross country skiing. This combination has always fascinated me."

Do you have a role model?

No, I don't actually have a role model. Thomas Müller, Olympic World Champion and Team Event Champion in Nordic Combined, coached me in my youth. As a young sportsman you set your sights on goals and really want to achieve them."

Do you get a lot of fan mail? Do you think of acting as a role model?

"Yes, my post box in Oberstdorf is usually quite full in the winter. Being a role model for somebody is not only a great honour for me but also a responsibility. No doubt one or another junior athlete dreams of succeeding like I have. I'm always happy when children turn to me and I can motivate them on their journey."

Axellent GmbH is sponsoring you and you seem to hit it off well. Are you that close with all your sponsors?

"As I mentioned before, we will always be connected through my first world championship title. Axellent is more than just a sponsor for me. They are a partner who I can put my trust in. Our partnership is maintained to the highest extent by Axellent. I'm very proud of having such a fantastic partner."

What do you do with your time when you are not training or competing?

"I'll be focusing on my studies when the winter season ends. I'm studying business science in Kempten. When I'm not studying I like to spend time in the countryside with my girlfriend or friends. Paragliding, mountain climbing, hiking, skiing, that sort of thing. The countryside gives me a lot."

Will you have an education to fall back on when you finally hang up your skis? Or what are your future plans?

"After high school I began studying parallel with my sporting activities. I plan to remain an active athlete until 2021 or 2022, which gives me plenty of time to consider my future."



SC-GOLD

After seven final matches plus extra time in the seventh and decisive match, HV71 finally scored! Axelent is a Platinum partner to HV71 and this was their first Swedish Championships together. The ice hockey team has now won five Swedish Championships (1995, 2004, 2008, 2010, 2017).

From left to right:
Oscar Sundh, Pär Arlbrandt, Ted Brithén.

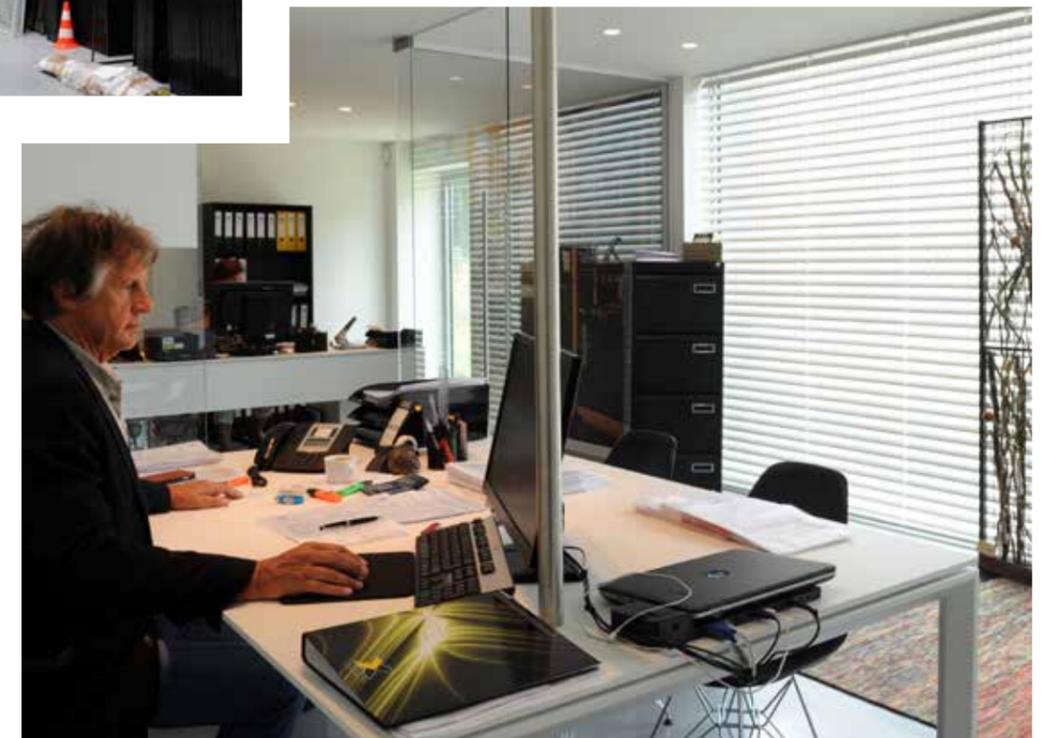
Photo: HV71



New premises in Bonheiden

Axelent Belgium grew out of their previous premises

Axelent Belgium had a successful 2016. A substantial increase in sales and several new recruitments made the old premises not fit for purpose. The new 500 square metres premises consists of an office and a spare parts storage for the assemblers. The previous storage is being kept to retain the excellent customer delivery service.



Axelent Engineering AB

The art of opening 3D files without CAD software

Axelent Engineering AB sales and provides support for the 3D View Station software from Kisters. The program allows you to open, visualise and analyse different types of CAD models with no previous knowledge of CAD.

Mirko Miljevic, sales representative at Axelent Engineering AB, explains:



“3D View Station is a user-friendly program that opens most 3D CAD formats. It allows you to measure, rotate and analyse your models. No previous CAD skills are required to use 3D View Station.”

It sounds expensive

“Quite the opposite. The program costs a fraction of a standard CAD program. We usually say a tenth of the price.”

What target market are you looking at?

“Anybody who needs to open CAD files but who have no CAD skills or access to CAD software. It could be project managers, purchasers or other people in the organisation who need easy access to information in 3D CAD files to be able to do their jobs.”

Is it possible to export files?

“Yes, you can easily export files that you’re using in your work. You can, for example, create a parts list of everything included in the product, or a STEP file for export to other systems. Worth noting is that you can export 3D PDFs from loaded 3D CAD models. Perfect for showing a model in full 3D of products to people who only use Adobe Reader.”

Is CAD software no longer needed?

“3D-View Station doesn’t compete with CAD programs but supplements them as a simple solution for all who need to view 2D drawings and 3D models from different CAD systems.”

70 % of people who open a CAD file want to get a quick measurement, rotate the object or create a exploded view. You can do all this very easily in the 3D viewer with no CAD skills whatsoever.”

My computer is not equipped with the best graphics. Can I still view 3D models?

“3D View Station is designed also for use without expensive graphics cards. It’s possible to handle large 3D models on a computer with less capacity.”

If I am not keen on installing anything on my computer, is there an online version?

“3D View Station is available online for companies who operate on a global market and don't want their CAD information being copied. The online version requires no installation by the client and there are mobile and tablet versions too.”

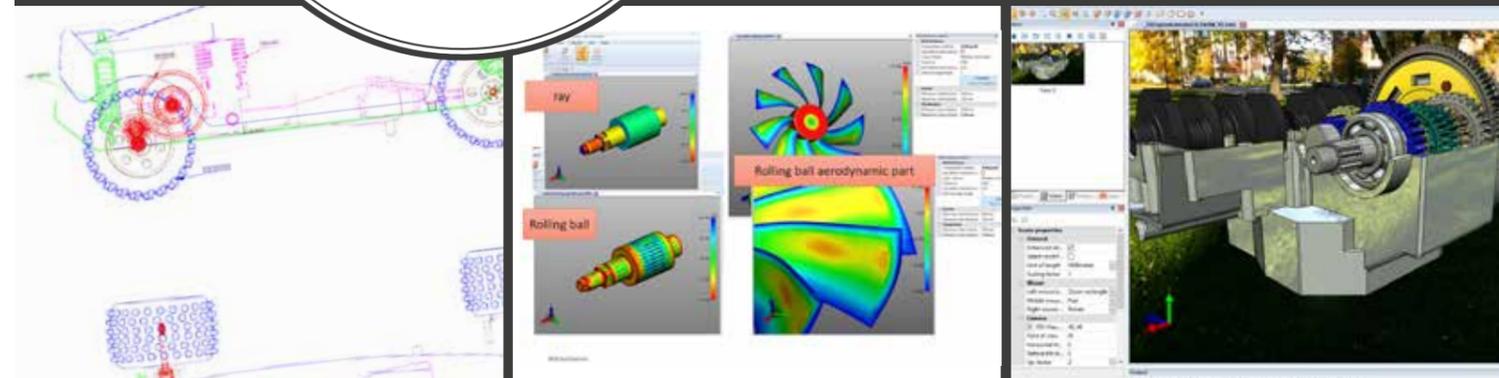
How can I be sure that 3D View Station is right for me?

“You can download a demo from our website and test the complete program for 30 days free of charge. If interested, just give us a call at Axelent Engineering and we’ll tell you all about our latest offers.”

Customer case

One customer of ours who definitely benefits from using 3D View Station is Kongsberg Automotive.

Kongsberg Automotive supplies world class products to the global vehicle industry. Their products enhance the driving experience, making it safer, more comfortable and more longer lasting.



You can open both 2D and 3D CAD. You can make notes inside the file. 3D View Station is available as an online version. >>>



Axelent Ltd

A new UK warehouse has opened

Last year's move to new premises paved the way for Axelent Ltd to provide British customers with speedy deliveries.



Marcel Darroch-Davies, MD at Axelent Ltd.:

"Following our move to new fit-for purpose premises, we're now ready to offer much speedier deliveries of mesh walls and accessories. We now stock a large selection from the Axelent range in Swindon including SafeStore, X-Store and X-Guard.

We can deliver these products the day after ordering. Our move has exceeded all expectations. Thanks to our well-stocked warehouse we can deliver and install faster than ever before. We are looking forward to delighting many of our customers with our extended product range."



IntraLogisteX 2017 Success for Axelent at a new trade fair

IntraLogisteX is a trade fair for warehouse managers, distribution managers, IT executives and project managers with senior positions.

Axelent Ltd exhibited for the first time at IntraLogisteX 2017 and it was a great success. Sellers were on hand to discuss Axelent's product range with curious visitors. The successful and rapidly growing logistics and material management fair proved to be very popular and Axelent Ltd would like to thank everybody who visited our stand during the two days. IntraLogisteX was such a success that Axelent Ltd have already booked a stand for IntraLogisteX 2018!



Visit Axelent Ltd in stand G70 at the PPMA fair on 26-28 September in Birmingham.

Axelent Academy 8-10 May



Axelent Academy. Participants from Axelent in Germany and Spain trying their hand at offroading with segway.

For two days, Axelent Academy played host to seven new employees from Axelent GmbH and Axelent Spain. The introduction took place at the head office in Hillerstorp. In addition to a tour of the plant with a longer stop-off at certain departments, the group also visited some important suppliers. The tour was topped off with a course in Axelent's product range and how to assemble the products.

After office hours everybody had a go at offroading with segway and the day ended with an moose safari at Höganloft in Hestra. A popular, albeit chilly, event.



Axelent GmbH Workshop in Austria

Austria is an important and interesting market for Axelent. Several international and world-leading machine builders are based there.

One such company is Haberkorn GmbH, located in Austrian Graz. The company has represented Axelent in Austria for more than ten years. A few months ago German Axelent colleagues held a product and assembly training course at Haberkorn.

For two intensive days the course participants learned all about Axelent's products and services.

The above pictures show the assembly of X-Guard's various panels.

Axelent GmbH

Teambuilding in Oberstdorf together with a six-time world champion

Oberstdorf is a popular winter sports resort in the state of Bavaria, southern Germany. It is also Johannes Rydzek's birthplace. Together with Rydzek the entire German Axelent team stayed in Oberstdorf for two full days.



Markus Etzel, Sales and Marketing, Axelent GmbH:

"Axelent GmbH is undergoing fantastic growth and development. The days in Oberstdorf were a great opportunity for our four new employees to acquaint themselves with the unique Axelent spirit and meet their Axelent colleagues. It was also a perfect opportunity for team building for all of us."

Focus on both work and health

"Day 1 offered a full schedule together with an external lecturer. Telephone skills training and a workshop on the theme of growing as a group were some of the items on the programme.

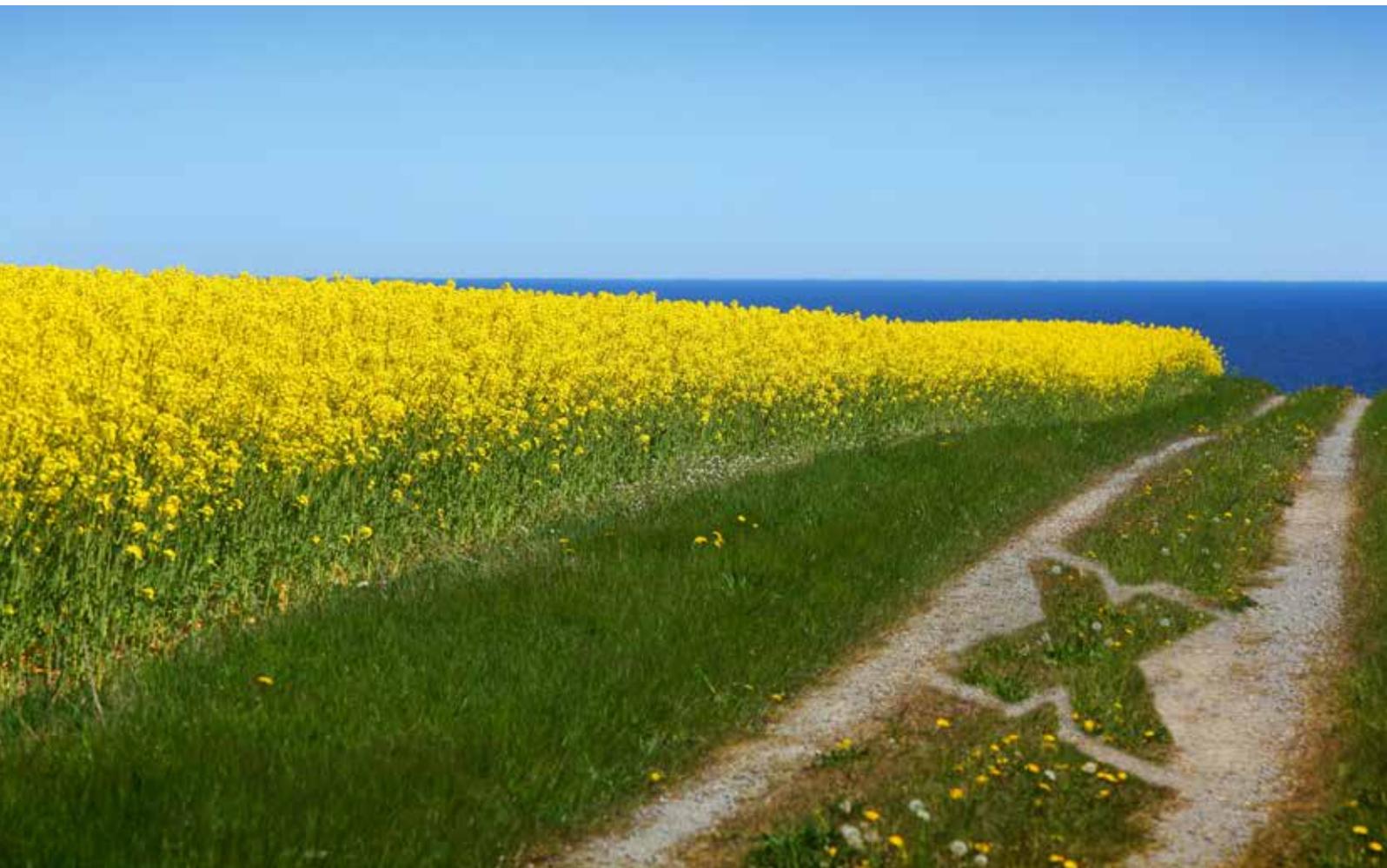
Day 2 we visited the famous Oberstdorf ski jumping arena. The arena is a well-known starting place for the annual Four Hills Tournament, the high point for all ski jumpers and a part of the World Championships in 2021. Even the audience loves this competition and as many as 30,000 gather every year to watch the heats.

The Axelent team had a special guide that day when Johannes Rydzek joined the group. He is Axelent GmbH's official ambassador and six-time world champion in Nordic Combined. Johannes told us all about the arena and his equipment.

The day ended with a pleasant walk in the beautiful mountain landscape.

To sum up:

The two days were a wonderful experience for the team and the beginning of the next step for Axelent GmbH.



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