

XNEWS



No. 1 · 2015 **Axelent AB**, Machine Safety, Storage Equipment · **Axelent Wire Tray**, Cable Routing Systems
Axelent Engineering, Automation, PLM & Design · **Axelent Software**

YOUR X-CREW

24.7

You can rely on us.
24 hours a day.
7 days a week.



The increasing importance of documented safety

Axelent Safety makes our overall concept
even more complete

Safety for 20 million passengers

Axelent supplies X-Guard to Colombia's
largest airport

X-Crew 24.7 – A personal brand

Sell with heart and soul



Business-to-business is often associated with boring facts and figures and a lack of imagination in pictures, text and other marketing ploys. It could be because it is called business-to-business. We, however, are convinced that sales are never between companies but always between people. Knowledgeable people who appreciate both factual objectivity and personal engagement.

It feels antiquated today to go out and sell only one product. Whether you are a consumer looking for a shirt or a professional purchaser acquiring products for an industry, you buy what fits and what you feel comfortable with. The consumer market is normally about fierce marketing and branding while the professional market focuses on conveying knowledge, assurance and an economically viable solution. It is also about trust built up over time and through long-term relationships where traditional customer / supplier relationships become more like partnerships.

Safety for sale

If, like Axelent, you sell industrial safety products where one tiny mistake could have fatal consequences, safety then becomes even more important. As a customer, you can be confident that we will always provide your company with the right safety solutions.

Networks that hold firm

Our latest promotional campaign in the Nordic countries is intended to parade our skills and character with our high level of service. We work in a tight network between sales reps and support in Hillerstorp. A team that does its utmost to make our customers feel safe 24 hours a day. Welcome!

Stefan Axelsson
Export Manager & CRM



Stefan Axelsson with
the Marketing team

Trade fairs



Logimat

Stuttgart 10-12 February

Axelent exhibited: Mesh shelving, X-Guard, SafeStore and launched our new X-Store system.

An annual fair with the focus on storage and logistics customers such as pallet rack suppliers, catalogue companies and automation companies within storage. The fair is international with the emphasis on Europe.

TireTech

Cologne 10-12 February

Axelent exhibited: X-Guard, X-Guard Lite, Contour and launched the new 70x70 mm pole.

An annual fair with the focus on machine manufacturers within the tyre industry and tyre manufacturers. International fair with visitors from all over the world.



X-CREW

24.7

This spring we will be parading our sales skills on the Nordic market. We are aware of the significance of personal engagement and that our machine safety expertise comes more to the fore when we have a close relationship with our customers.

To provide our customers with the ultimate service we work in teams of two, salesman and a customer support partner.

This is our Axelent Crew for the Nordic market. A team you can put your faith in 24 hours a day. 7 days a week.



Mathilda Thorssell

Sales Rep in the east of Sweden, based in Linköping

"I try to create the ultimate customised solution by being responsive to the customer's situation and requirements. As a trained nurse I've learnt the value of listening.

Axelent is an innovative company that strives to develop its products according to customer needs and to make machine safety products even easier to use. Our concern and our all-inclusive approach makes the Axelent experience run very smooth for the customer. The products are of the highest quality and delivery is rapid. Axelent has a good workplace atmosphere which I think rubs off in the contact with our customers.

In my spare time I like following my brother when he rides speedway all over Europe. I have a great interest in travel and racing."

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Jennie Claesson

Team partner/Sales, responsible for the daily work with customer service

"My task is to make the customer feel at home and to get a quick response by showing a friendly and positive attitude. With all the skills and expertise we have in the building we're able to offer each customer the unique solution they're looking for. All of us in customer relations here at **Axelent** really enjoy what we do, as you no doubt notice. We offer safe, approved machine solutions that are also very well-designed.

In my spare time I like to sing in a choir and socialise with my family and friends."

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*As a person and a seller
I'm positive, strategic
and purposeful*

Michaela Ahlberg

Sales Rep Axelent Denmark

"Sebastian and I are unbeatable in the art of finding all-inclusive solutions within machine safety, including cable trays and parts from our X-tra range. This means that you, as customer, only needs one supplier, which saves valuable time and guarantees a better all-inclusive solution for your project. As a person and seller I'm positive, strategic and purposeful, which I hope is an asset for the customer relationship, both initially and in the long term.

I like to spend my spare time with my family."

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Sebastian Jiteg

**Team partner/Sales, project manager,
in charge of Team Safety and Snapper**

"I have vast experience and am extremely knowledgeable about Axelent's products. As a seller and project manager you have to be responsive and service-minded. I like challenges and finding optimal solutions for customer's projects. You have to be on the ball and not keep the customer waiting. We know it's usually urgent when it comes to machine safety so we're always prepared, both with knowledge and product facts. We do all we can to ensure rapid delivery at your demand.

In my spare time I like fishing and following the Frölunda ice hockey team."

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Simon Klaar,

Sales Rep west and north of Sweden and Norway

"I'm happy when I'm able to build long-term relationships with my customers. A complete safety solution is nothing you sell over the counter but something you deliver when you've built up a good business relationship. Axelent is good at all-inclusive solutions, regardless of the customer's project requirements. We have a broad product portfolio with machine guards as core product, but also a range of cable trays and other parts to complement. We have vast experience and I like contributing with ideas for the various projects, big and small. And naturally being able to enlighten you, the customer, about our products and their advantages.

In my spare time I like the outdoors. boating and fishing. I try to get as much exercise as possible when I'm away from work."

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Sven-Erik Andersson

Sales Rep Småland and East Götaland

Emelie Djerf

Team partner/Sales, responsible for the daily work with customer service

"As a customer you will always get a quick response to quotes and other inquiries. We're a positive and happy team who love doing business and finding safe and flexible solutions for production and storage. I thrive when I have a lot to do and love to get involved in every customer's concerns, as you probably notice. Axelent is a young company that has rapidly risen to become market leader, chiefly due to our unwavering customer focus.

In my spare time I like to ride and work out at the gym."

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"More than 10 years at Axelent has given me a lot of experience and a good insight into how the company functions and acts towards its customers. As a customer of ours you will always be at the centre of things. We are responsive and will always strive to find the best solution together with you. A solution that is tailored to your specific needs and provides safety without affecting flow management and logistics negatively.

I've had the privilege of having seen this small company rise to become the large company it is today offering all-inclusive safety solutions. My knowledge is based on the experience I've gained from managing large installations with our all-inclusive approach. That is to say factory and machine safety solutions with everything from machine guards to complete installation.

In my spare time I like to watch ice hockey and play golf."

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Axelent supplies safety equipment to the airport in Bogotá, Colombia

Eldorado International Airport in Bogotá is Colombia's largest airport with a current capacity of 20 million passengers a day. In connection with a modernisation programme, Crisplant in the Beumer Group was given the task of designing, making and maintaining the airport baggage handling system. Axelent had the privilege of supplying safety guards to the project.

The baggage handling system is the first high-speed system of its kind in South America. This high efficiency has also been combined with energy efficient systems and a very high level of security.

The Crisplant system is built around two fully automatic high-speed units with a sorting function that are built and integrated in the baggage handling system. The system is also fully integrated with the 132 check-in stations, conveyors, chutes and carousels.

Crisplant has also been granted a 4-year maintenance contract.

Capacity and security in focus

Klaus Schäfer, CEO, Crisplant:

"The economic growth in South America is leading to increased air traffic, which is putting increasing demands on airport capacity and security. This is the first system of its kind in South America and the operator has chosen a baggage handling system that will help Eldorado Airport to become a central hub for the South American air traffic."

We are a partner in the project

Michaela Ahlberg, Axelent Danmark:

"Looking back, we can't help but feel humbled by the outstanding collaboration we've enjoyed with one of our international clients, the Crisplant Beumer Group. In 2010 we entered an even closer phase of our business relationship. Today we are not just suppliers but partners."

An extensive project

"Bogotá is the first really large airport project for which we have been entrusted with delivering an all-exclusive solution. The project, which is divided into several phases, comprises of 800 poles, which represents a good many metres of our X-Guard system."

Smooth onsite assembly

"The goods were supplied in several part deliveries and was managed from Crisplant's head office in Denmark. Everything was assembled onsite in Bogotá by Crisplant's own fitters. The feedback we got was that it was easy to fit on site and they appreciated the same dimensions between sections and doors as it made final assembly that much easier. The customer now gets 3D drawings from us at Axelent. They can now see at the planning stage how everything just slots into place as you want it."

Crisplant is part of the BEUMER Group and is a leading supplier of baggage handling and logistics solutions worldwide. Crisplant provides solutions and lifetime support to airports, postal and parcel distribution facilities and warehouse and distribution centres.



Postcard from Haberkorn Ulmer s.r.o. Czech Republic



This year first postcard comes from our agent Haberkorn Ulmer s.r.o. in the Czech Republic. Haberkorn Ulmer s.r.o. is a member of the international Haberkorn Group, that has operated on the Czech and the Slovak markets since 1995. The company has managed to gain a significant part of the Czech and the Slovak markets for industrial machine and safety components.

Ivo Bierhaus, Product Manager, Haberkorn Ulmer s.r.o.:
“We began to collaborate with Axelent in summer 2006 and we have been their exclusive agent in the Czech and the Slovak markets ever since.”

About Haberkorn Ulmer s.r.o.

“Our company is a part of the international Haberkorn Group, one of the biggest industrial distributors in Europe. As well as Axelent safety products, we also offer item kit aluminium profiles system, conveyors, workbenches, machine elements, personal protective equipment, hydraulic components, etc.”

Workforce of 170

“The workforce currently stands at roughly 170 in the Czech Republic and Slovakia, in four different divisions. There are four employees and eight salesmen working with Axelent’s products. Our customers are mainly found within industrial production, automotive industry and special machinery manufacturing.”

Axelent main strenghts

“Axelent products are unique in as much as they focus on

user-friendly and smart solutions. We also appreciate all-inclusive service, innovation thinking and turnkey solutions of Axelent company.”

About being part of the Axelent family

“Collaboration with the Axelent Group means, that we have strong and reliable partner with a global operation. Thanks to many years experiences of Axelent company in machine guarding we have great support for finding right solutions for our customers.”

Swedish quality

“Swedish products have an excellent reputation in our country because of the high level of quality. Axelent also has its own product development and production. This gives us the flexibility to satisfy the market needs in an effective manner.”

View of the future

“Our main goal is to be a reliable, flexible and innovative business partner, that helps its customers increase their prosperity with orientation on long-term cooperation. “

The increasing importance of documented safety



Axelent Safety is playing an increasingly important part in Axelent's all-inclusive machine safety concept. For many of our customers, it is of great value to have an external party that conducts risk analyses and CE labelling, partly because we are impartial but also because we keep ourselves up-to-date with current safety standards.

Sebastian Jiteg, coordinator for Axelent Safety at Axelent:

"Today a company's safety is much more than just a guard fencing off a machine. New directives and increased demands on personal safety means that we need to have a more all-inclusive offer as a safety supplier. There are also whole new demands with regard to documentation."

Increased interest

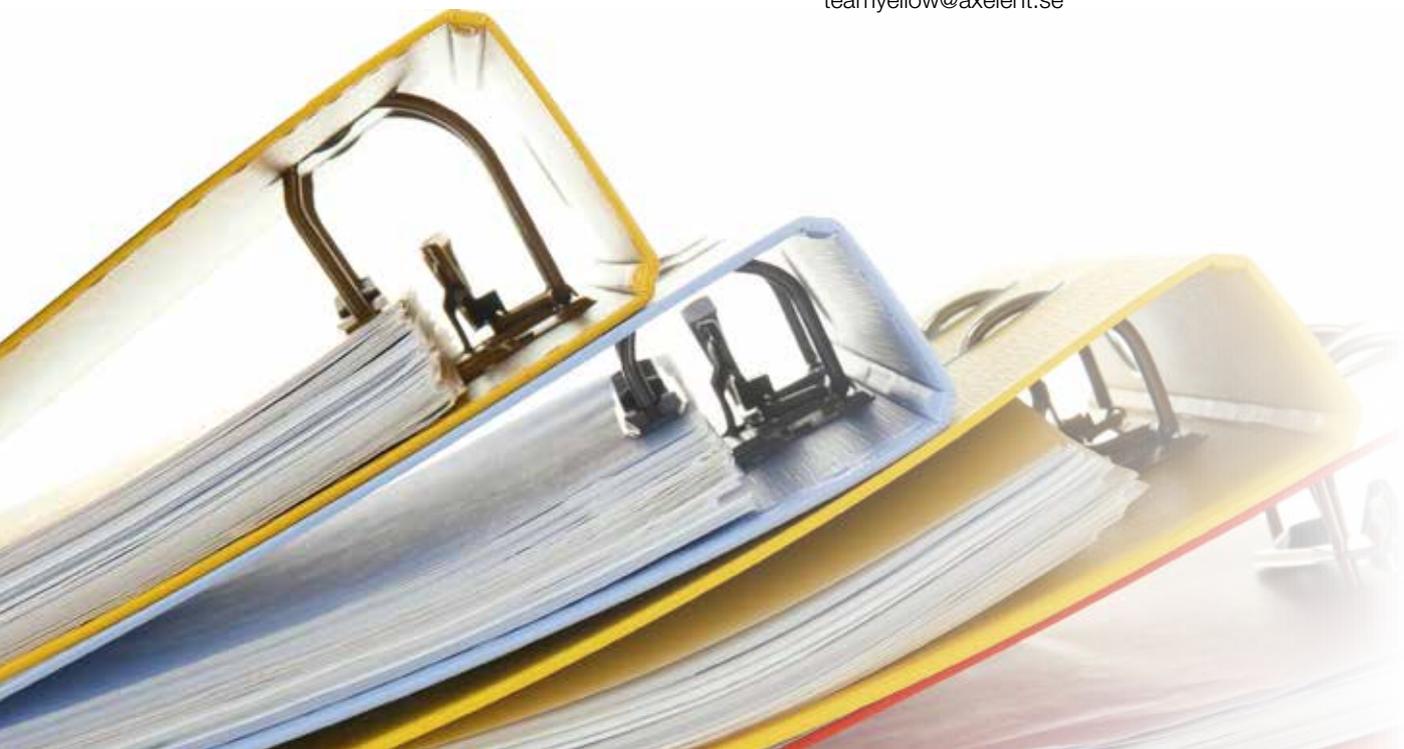
"The interest in what we can offer at Axelent Safety is therefore increasing all the time. We also see this as an area in which we want to grow to enable us to become a long term partner to our customers rather than just a supplier of machine safety."

AXELENT SAFETY'S OFFER

- Risk analyses
- CE labelling
- Documentation
- Training

Would you like to know more?

Get in touch with Sebastian Jiteg
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Daniel Axelsson, expert, Axelent Safety



"An external partner gives greater trust"

AMADA is a world leader within sheet plate processing machinery and technical solutions. The Group is made up of 80 companies with operations spanning 70 countries. Axelent Safety is a partner to AMADA Sweden in Vårgårda.

Lars Dreyer is in charge of the aftermarket:

"As a machine supplier we focus on what we excel at and can offer our customers. We have high quality and safety demands, something we hope our customers associate with our operations.

Previously we took care of the CE labelling, risk analyses, etc., ourselves until we realised we didn't have the time or ability to keep up with the continuous changes. We therefore began collaborating with Axelent Safety."

An external partner – greater trust

"We've also noticed that Axelent Safety has an objective approach that our customers find reassuring. Axelent always emanates from the task at hand, never from what benefits us the most. Many questions are asked by the customer too, from safety officers among others. It feels good to be able to leave it to an external partner to answer who can draw up all the necessary documentation. This is a time-consuming and very important task."

Book now! Training

On 7-8 May we will be holding a course in machine safety.

What are the regulations, what is needed and what can you do?

Our safety expert Daniel Axelsson gives you all the answers you need.

Price: SEK 6,995:- (not including VAT)
Book now by calling: +46 (0)370-37 37 42
Email: teamyellow@axelent.se



Axelent Engineering



What do you want/ need to develop?

Call our customer developer
Mirko Miljevic:
+46 (0)371-58 37 40

We have decided!



Have you also decided?

Call our CEO and customer
developer Richard Skogward:
+46 (0)371-58 37 01

Today, Axelent Engineering with its 45 employees is one of the region's largest companies in industrial development through Automation, PLM/ Software and Design. We can offer cutting edge expertise in terms of analyses and a functional solution for streamlining and developing your product. Together with our customers we have decided to turn Sweden into a really profitable country in which to manufacture. And we do it with the optimum quality and innovation.

Axelent Engineering is currently working on one of the largest industrial development projects in the country. We collaborate with all types of manufacturing companies, from small subcontractors to leading manufacturers of consumer products. Axelent Engineering works in harness with Jönköping University and is a partner in the Automation Småland cluster.

Read more at www.axelentengineering.se



What about the design of your product?

Call our office manager for design/
product development/PLM
Urban Jägenstedt:
+46 (0)371-086 68 20



Want to know exactly what you need to invest?

Call our machine project coordinator
Andreas Gustavsson:
+46 (0)371-270 95 73



Cable Management System

Looking for an exciting challenge? We are seeking a **sales manager in Sweden**

Would you like to work for an international organisation in a company group that is enjoying strong growth? We are seeking a sales manager for Sweden. We offer you an exciting challenge in establishing our premium brand X-Tray and therewith Axelent Wire Tray on the Swedish electrical market.

The ideal candidate will have experience of electrical installations and several years' of sales experience.

Apply by 20 April.

Read more at www.axelent.se



Double gold medals – Axelent is on the winners podium!



German Johannes Rydzek won the individual gold and bronze medals in Nordic Combination* and followed this by winning

the team gold in the Nordic Combined along with his teammates Tino Edelmann, Eric Frenzel and Fabian Riessle. And later even the silver in team sprint. This all took place at the World Ski Championships in Falun.

Axelent is an official partner of Rydzek.

*NOK is a specialisation within Nordic skiing composed of ski jumping and cross-country, where the results of both branches are added together.

Axelent's Marketing Department

"We ensure that Axelent is seen and heard all over the world"

Susanne has returned from parental leave so we are once again more or less a full team in our department here in Hillerstorp. We will be dividing the areas of responsibility as follows.

Susanne Engvall and Jennie Claesson

Susanne will be responsible for the marketing team comprising of Jennie Johnsson and later on Elin Richardsson when she returns from parental leave.

Susanne and Jennie will work with:

- Webpage
- Agent support within graphics
- Brochures and other graphical documents
- The Lime business system
- Social media
- Axelent's newsletter X-News and X-News Construction

Contact

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Jennie

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Linda Bergman

In charge of Export/Sales Support.
Linda will work with:

- Hotel and travel reservations
- Trade fairs
- Meetings (market, *AWM, *NSG, sales, product, etc.)
- Workwear
- Statistics
- Support to sellers and agents

Contact

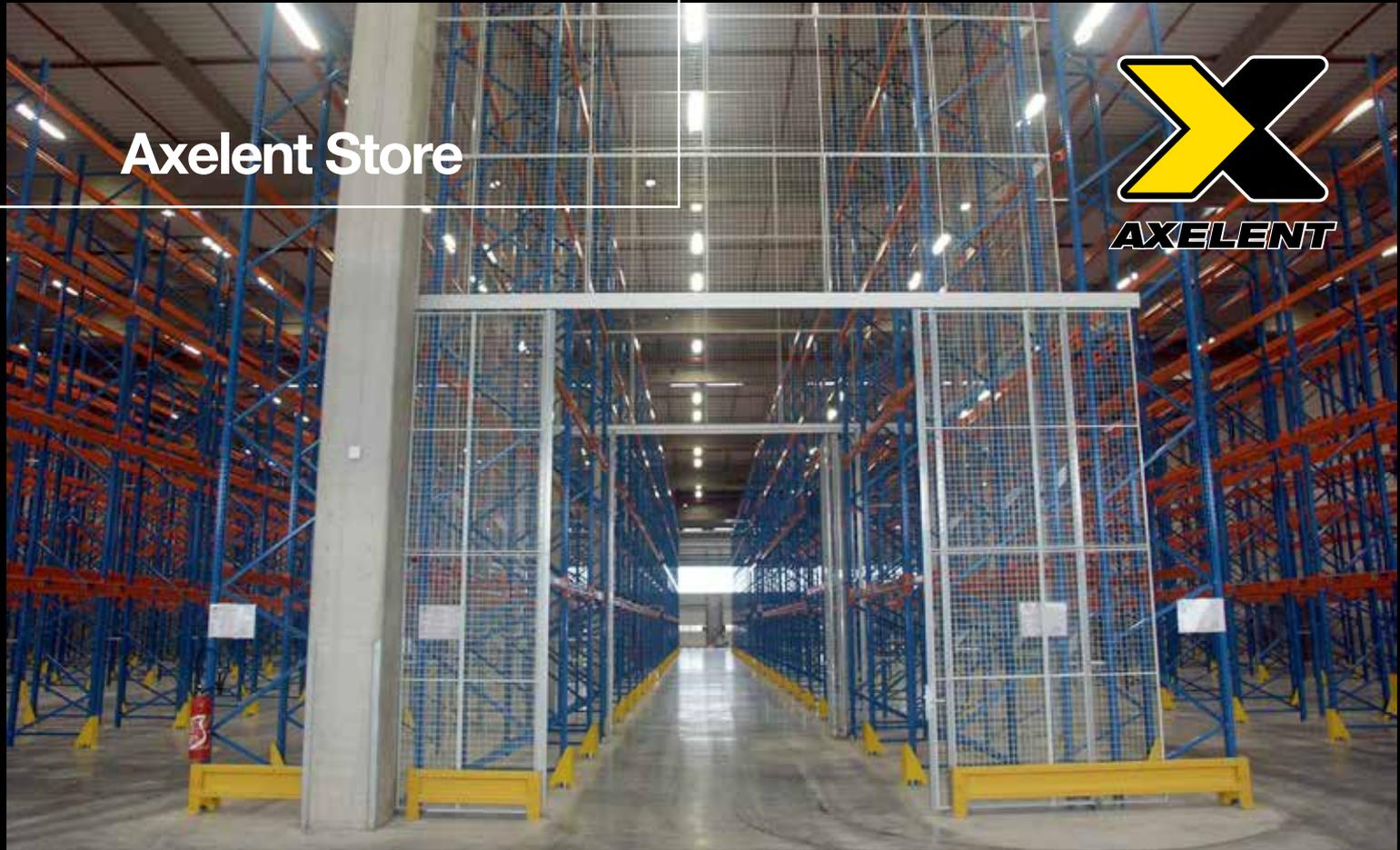
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* AWM - Axelent World Wide Marketing Group
* NSG - Nordic Sales Group



Jennie, Susanne och Linda

Axelent Store



SafeStore
Anti-Collapse

X-Store
**Industrial and
storage walls**

ShelfStore
Mesh shelving



**Secure, smart mesh panels
for industry and storage**

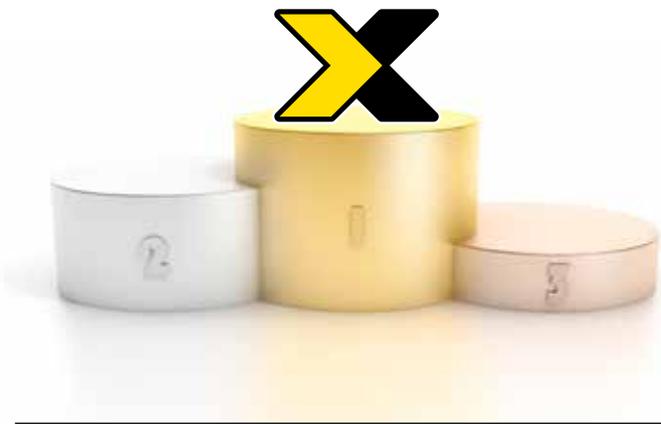
Our products suit all types of storage and naturally comply with all current directives for safe, functional storage.

**Would you like to make your
storage safer?
Call +46 (0)370-37 37 30**



Axelent once again ranked as preferred A-Supplier

When Dexion conducted its annual supplier survey, Axelent once again took top spot. We got the highest number of points for logistics and customer support. We go out of our way to ensure customer satisfaction. Dexion's A ranking of Axelent is proof of having succeeded and gives us the impetus to develop and become even better at what we do.



Constructor Group AS is a leading European manufacturer and provider of high quality industrial and commercial storage solutions, which it markets throughout Europe under the Constructor, Bruynzeel, Kasten, Dexion and PSS trademarks. Constructor have a turnover of approximately 330 million Euros, over 1200 employees.

AXELENT AB

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