

» WE'RE GROWING «





Jonas Gallneby and Stefan Axelsson hosted the gala.

## You reap what you sow

Axelent is growing in all ways. A bigger workforce, operations in more countries and expanding our premises, both here in Hillerstorp and around the world. Being forward-looking paves the way for continued growth.

Growing is part of our DNA at Axelent. That's the way it's always been and that's the way it will stay. It's nice to know that we are growing more than ever, but we will not be resting on our laurels. It's important to remember why we are able to grow so quickly.

### Nothing can grow without the right conditions.

We must always bear in mind the things that facilitate our growth. It's not only about producing more panels. We often mention our core values *Speed, Safety, Service and Smart Solutions*. If we grow without dimensioning the functions that underpin our business concept we will lose our footing. We must never lose sight of what made us successful and defines us as a company. Without investments throughout the operation the growing pains could prove inhibitive.



Growth is not an end in itself. For us it's the result of more customers wanting our products and more countries wanting to sell them. We think this is wonderful.

Finally, we should never ignore the importance of giving our employees the chance to grow. There is a good example of this on page 18 in an interview with an employee called Nikodemus Emanuelsson. When individuals grow is when you reap the greatest reward.

Mats Hilding, MD, Axelent AB

## Axelent Sales Conference 2.0

The 2017 Sales Conference in Ystad offered a brand new format with lectures and workshops intertwined throughout two days. The theme of the conference was digital marketing, with social media in focus. The keynote speaker Chrille Petersson from Sprint Works gave a well-received lecture/workshop about the importance of social media in marketing.

An inspiring gala dinner rounded off the first day of the conference. Most participants found themselves in the spotlight at some point of the night. The participants came from all four corners of the world. From Australia in the south to Finland in the north, from USA in the west to Japan in the east. 45 people from 17 countries attended the conference.

The second day of the conference ended with the participants bringing the conference back home under the concept of "Train the trainer". All in all, the new format was a success, and the Axelent spirit grew even stronger.



Sales Manager Andreas Gotmark speaks at the conference.



*Daniel's tips!*

## Easy installation of X-Tray using just two tools

Axelents X-Tray is simple and flexible to use, and the longest spacing between support brackets on the market gives you a cost-effective solution with regard to the number of parts and their installation.

"Did you know that only two tools are required to install our X-Tray cable routing system? They certainly make your work so much easier."

**X75 Bolt Cutter**  
Item No. 2575



**X76 13mm Spanner**  
Item No. 2576



ArcelorMittal's demonstration plant.

### FACTS | ARCELORMITTAL

ArcelorMittal is a world-leading steel manufacturing corporation based in Luxembourg. They rank as the world's largest in the industry with an annual steel production of 98.1 million tonnes (2014).

The company was founded in 2006 through a merger of Arcelor S.A. and Indian Mittal Steel Company.

ArcelorMittal operates in 60 countries with production in 18 of them. The total workforce is just under the 200,000 mark.

*Fortune Global 500* ranks the company 123rd among the world's largest in all categories.



### BMI Axelent

## ArcelorMittal uses X-Guard on their safety training courses

ArcelorMittal from Florange in the northeast of France is one of BMI Axelent's top customers. Their safety team, in collaboration with 23 partners, has built a demonstration plant with the focus on production line safety. The plant is used in ArcelorMittal's safety courses for operators and service staff. Axelent's X-Guard machine guard naturally takes pride of place at this safety-oriented company.



Our company looks back at a time of development and growth. As the company has grown so has the need of a new, larger office. We are thankful to have been given the opportunity to move within the same building and are now at home in our new spacious office ready to reap the benefits. For example, we now have the opportunity to hold safety courses and other customer events in our own premises.

Harald Steidle, Managing Director, Axelent GmbH



Axelent GmbH

Axelent GmbH continues to grow and are now moving into a new office

Axelent GmbH has been active in Germany since 1993. Next year marks their 25th anniversary, and a lot has happened over the years. The workforce has grown substantially to close on twenty. As the company has grown so has the need for a larger premises. Since July this year Axelent GmbH has occupied their new offices in Degerloch, a famous district in Stuttgart.





Johannes Rydzek (left) receives his runners up price.



The heat is on in Oberstdorf!

# Axelent sponsors extraordinary event in legendary Oberstdorf

This year's winter sports season is edging closer, but no snow was needed when the *Summer Grand Prix 2017* took place in enchanting Oberstdorf. The world elite in Nordic Combined gathered to compete in the Bavarian winter sports resort.

Nordic Combined in the summer? Yes in German Oberstdorf, certainly. Summer Grand Prix is a Nordic Combined competition for the world's best athletes without a snowflake in sight. The event is not a glorified training session but is arranged by the International Ski Federation (FIS). Winning is not only proof of being up to par for the coming season, there is also a lot of prestige at stake.

Summer Grand Prix is like any other contest in Nordic Combined. It begins with ski jumping, perhaps the most famous part of the Oberstdorf resort. In the winter it hosts the first contest in the Four Hills Tournament, a large

festival where the ski jumpers compete in four hills during an intense week. This is followed by skiing, in this case on roller skis through the streets.

Axelent sponsors Johannes Rydzek, four-time gold medalist at the World championships 2017 in Lahti, Finland. In front of his home fans he showed that his form is on the up heading into the winter season with a second and ninth place in the two competitions.



## Sven's tips!

### Axelent X-It – now with a panic lock

Axelent X-It is a patent-pending, smart cylinder lock with a unique design that requires no extra cylinder. The lock is designed for X-Guard, but also fits Axelent's other modular industrial and warehouse mesh walls.

"Our popular X-It cylinder lock now comes with a panic lock. The lock is used on emergency exits and escape routes in, for example, high bay warehouses. Doors with the lock can always be opened from the inside even when locked with a key."

#### X-It Panic Lock

Item Nos. XIT-L02-101 & XIT-H02-101



Ellisco, Auckland

# Swedish machine guards are popular down under

Ellisco is a New Zealand company specialising in industrial automation, natural ventilation, lighting & components and safety. We asked Sales Director and co-owner Douglas Oliver to tell us more about the business.

**Which products do you sell?**

Our biggest seller is the X-Guard (2000 mm), with now increased interest in the 1400 mm high for pedestrian control walkways. X-Tray is now after many hard years of educating the market growing. Once the customer understands the total advantage of the Axelent X-Tray design, strength, and speed of installation, they forget about the lower pricing from competitors.

**How many employees do you have at the company?**

Ellisco has a total workforce of 18 in Auckland (Head Office + stock), Wellington, Christchurch (office + stock), Whangeria and New Plymouth.

**Which markets do you focus on?**

Ellisco operates in the industrial, commercial sectors throughout New Zealand. Axelent is now installed in Steel, Aluminium, Timber processing, Machine safety, Packaging, airport baggage handling, cement board, food processing and manufacturing, linen cleaning services and warehousing applications.

**What are Axelent's strong points?**

Axelent's main strength is their staff and the quality product, which is renowned for its optimum performance as advertised, is easy to install and complies to the standards. The SnapperWorks software is a great selling tool, one that we use every day. The ease of changing designs and altering installed systems is another great selling feature, one that the customer appreciates – out of the box compliance and repeatability.

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

Continuous improvement, and always thinking about the installation, how to make it easier, faster and stronger.

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

It's great to see a high quality product still been produced from its birth place, not having manufacturing shipped off shore. We push the fact that Axelent is a Swedish company, one that contributes back to the community and its staff, the new gymnasium being one example.

**What does the future hold?**

With safety compliance and electricians now understanding the true cost of the installation, i.e. cost of parts, labour costs, cost of inferior products, this is leading to a positive future. We are a proud New Zealand company that was founded in 1893 and one with a well-earned name of supplying world-leading products sourced from the best. Supporting the customer through the sales process to the installation and after sales support.

**FACTS | AUCKLAND**

Auckland, New Zealand's largest metropolitan area, is located in the north western part of North Island. In Maori the city is known as *Tāmaki Makaurau* and is sometimes referred to as *The City of Sails* due to its many sailing boats.

**Population**  
Roughly 1.4 million

**Area**  
1086 sq km

**Founded**  
In around 1350 by Maoris and 1840 by Europeans



View over Auckland from Mt. Eden



**ELLISCO**  
Your Partner for Global Technology

Douglas Oliver  
Sales Director

Ellisco's employees.

## New employees at Axelent AB



### FACTS | AXELENT AB

Axelent AB in Hillerstorp is rapidly growing. Our workforce has increased by roughly 20% in the past year. The plant and facilities have also been extended in several stages.

**Number of employees**

Around 130

**Operations in**

Hillerstorp



## KRISTOFFER SKOGBERT

IT Development & Support

Kristoffer has studied Systems Science at Växjö University. He has previously worked as a pyramid consultant, with the focus on programming, and as a system developer.

### 5 QUICKIES

**City or countryside?**

Country

**Activity or relaxation?**

Activity

**Eat out or at home?**

Out

**Favourite place?**

VIDA Arena in Växjö

**Hidden talent?**

I'm good at hiding my hidden talents ;-)

## ALBIN STADIG

Key Account Manager for X-Tray

Albin has studied Sales and Marketing B2B at university level. Over the years he has gathered a lot of experience in sales. His latest job was as a Sales Manager at a small business in the region.

### 5 QUICKIES

**City or countryside?**

Countryside

**Activity or relaxation?**

Activity

**Eat out or at home?**

Out

**Favourite place?**

At home or in the forest

**Hidden talent?**

I'm a pretty good carpenter



## JONAS KARLSSON

Constructor & Technical Support

Jonas joined us straight from School of Engineering at Jönköping University where he graduated in machine engineering with the focus on product development and materials.

### 5 QUICKIES

**City or countryside?**

Both really, but countryside if I have to choose.

**Activity or relaxation?**

I get restless so I'll choose activity

**Eat out or at home?**

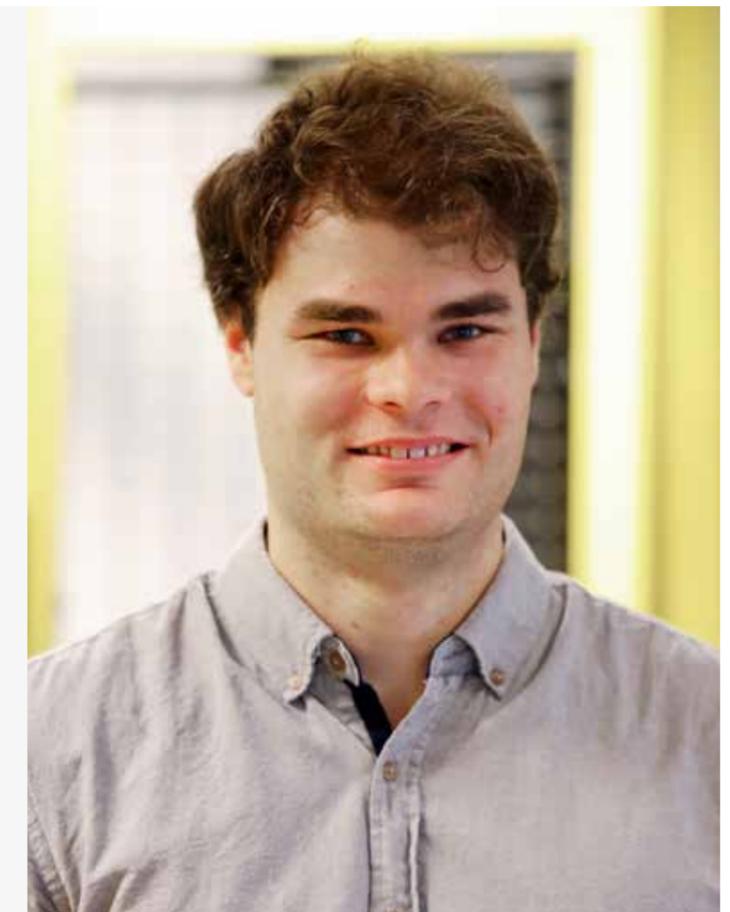
At home as I know I'll get enough to eat :-)

**Favourite place?**

The floorball rink

**Hidden talent?**

I'm devilishly good at driving a ride-on lawnmower

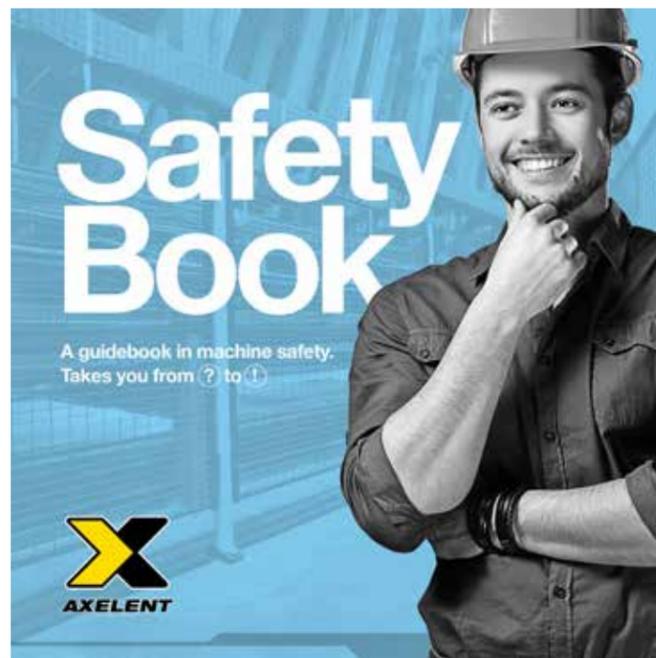




Matthias Schulz  
Safety Expert

## Safety training with Matthias Schulz

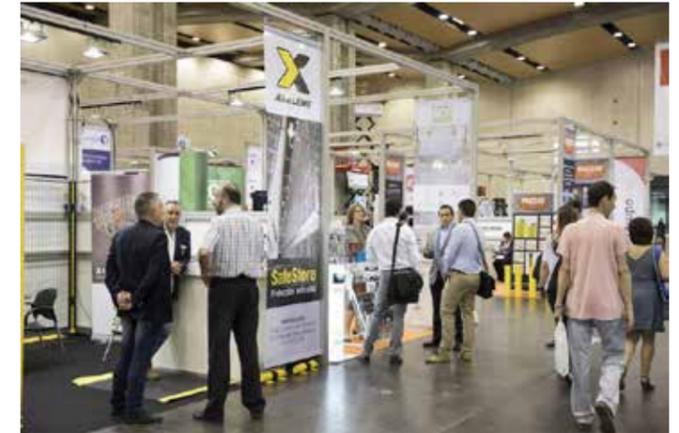
Safety Expert Matthias Schulz visited Axelent Spain, S.A.U. this summer and held several interesting training courses. The subjects included risk assessment, safety in machinery and technical documentation. The course gives Axelent Spain's employees additional knowledge and the assurance required to provide the customer with a safe workplace. The customers need knowledge of legal requirements and guidelines, something that Axelent Spain should be able to offer.



Axelent's Safety Book, authored by Matthias Schulz.

## Axelent Spain at trade fairs

Axelent Spain, S.A.U. exhibited at two large fairs in May and June. Encaja in Valencia followed by Subcontratación in Bilbao. Our team displayed Axelent's wide product range at the shows. Among them the latest cylinder lock, X-It, and the new post (70x70) with push buttons.



Encaja, Valencia.



Subcontratación, Bilbao.

# New employees at Axelent Engineering AB



## FACTS | AXELEN ENGINEERING AB

Axelent Engineering AB has grown a lot in recent years. In the past year the workforce has increased by roughly 15%.

**Number of employees**

Around 50

**Operations in**

Gislaved and Huskvarna



## TOBIAS ENGEN

Machine Design & Product Development

Tobias has a Bachelor of Science in Machine Engineering from Linköping University. He is interested in design and construction and has also studied product development and automation.

### 5 QUICKIES

**City or countryside?**

Countryside

**Activity or relaxation?**

50-50

**Eat out or at home?**

At home (with my wife)

**Favourite place?**

Öland

**Hidden talent?**

I'm a good judge of character

## FILIP STENOW

Product Development & Engineering Design

Filip is a trained machine engineer with a Master's degree in Product Development and Materials. He has previously worked with designing pressing tools and car interiors.

### 5 QUICKIES

**City or countryside?**

City

**Activity or relaxation?**

Both

**Eat out or at home?**

Eat out, I love Asian food!

**Favourite place?**

In the sun and near the sea

**Hidden talent?**

Haven't found it yet



## ELVIS SABANOVIC

Constructor / CAD designer

Elvis joined us straight from school where he studied 3D technology in Värnamo.

### 5 QUICKIES

**City or countryside?**

Definitely countryside

**Activity or relaxation?**

Being active in workout and sports

**Eat out or at home?**

Eat out, I'm not that good a cook yet

**Favourite place?**

The Isle of Solta off the Croatian coast. Stunning!

**Hidden talent?**

I have the ability to create a good atmosphere





**5 QUICKES!**  
with Nikodemus

- City or countryside?**  
City now, countryside later
- Activity or relaxation?**  
Activity
- Eat out or at home?**  
Out
- Favourite place?**  
The golf course on a sunny day
- Hidden talent?**  
I've cycled at elite level



Grow with us

# From warehouse worker to Quality Manager

Nikodemus Emanuelsson, 25, has taken the step up from the warehouse floor to the office. At Axelent we think it important to utilise the skills of our employees and give them the opportunity to grow.

**What is your background?**

"I studied Engineering and Technology at upper secondary in Gnosjö. After that I felt I would like to branch out into Industrial Economy. I spent three years at the University of Borås, specialising in International Business Engineering. I was then offered a job in the warehouse at Axelent. I was happy there, it gave me the opportunity to work in different parts of the business and get an insight into the company's flows. After 18 months in the warehouse I was asked if I would be interested in a new position. At an interview we agreed on a new role more in keeping with my qualifications and the company's needs."

**What is your current role at Axelent?**

"I'm a Quality Manager, but I'll be involved in purchasing as well. The Operations Manual, which structures our working approach, is a major part of my work. We're growing so quickly that maintaining the same level of service and delivery reliability is a real challenge. It's my job to give the company the prerequisites for succeeding with this."

**What do you bring to the role of Quality Manager / Purchaser?**

"I find the logic behind our flows easy to understand. I'm good at maths and statistics. I'm also a sociable person with good people skills."

**What does a normal working day entail for you?**

"I'm new in the job so I learn something new every day. I'm presently forming a thorough understanding of the company so as to do my job to the best of my ability. We've spent a lot of time on the Operations Manual and we've drawn up a new audit plan. The job is varied and my role brings me into contact with company-wide issues. I also making a lot of new contacts with our suppliers."

**What do you find most exciting about your job?**

"Being part of a forward-moving company. Axelent strives for continuous improvement and growth so is always open to new ideas. As far as my job is concerned I think it's the all-round aspect that makes it so exciting. Then it's always nice when my ideas have a positive impact."

**Why would you recommend Axelent?**

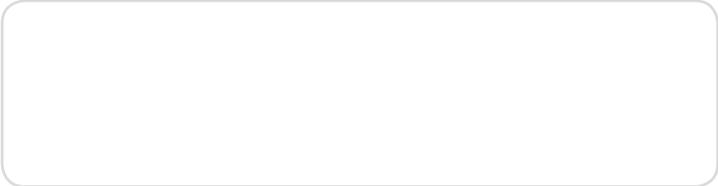
"We always put the customer first. That runs through the whole company. We also strive to be better in everything we do."



*All employees in the Axelent Group are made aware of the opportunities for professional development and that we will utilise their skills to the full. Our stated ambition is to give the individual the opportunity to grow in the organisation. Many have started at basic level and gone on to new positions within the Group. We call it Grow With Us.*

**Cecilia Davidsson**, HR Manager, Axelent





**AXELENT AB**

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