

XNEWS

A magazine from the Axelent Group

No 1 2019

A portrait of Mikael Ström, a man with short brown hair, a beard, and glasses, smiling. He is wearing a blue sweater over a patterned collared shirt. The background is a blurred industrial setting with yellow and black vertical bars and a metal grid.

NEW PRODUCT MANAGER
MIKAEL STRÖM

..... page 8

THE GLOBAL CAMPAIGN

What to expect in 2019 | page 6

AXELENT AUSTRALIA

Grand opening | page 14



2019 is the year of opportunity!

Continued strong performance by Axelent. With 2018 now in our rearview mirror, we can note that we have nine straight years of growth behind us. This success is partly due to the strong upward trend in the industry generally, but also to the fact that we have strengthened our market position.



The strong performance in 2018 is in no small way down to X-Guard being the best machine guard on the market. Together with our X-Tray cable routing system we are able to offer an unparalleled solution. I would also maintain that we have the best sales organisation too and very effective marketing. During 2018 our global sales campaign on social media and the internet reached audiences far and wide.

Looking back on a year of hard work I am delighted to see that it has all paid off with a strong performance. We are proud of the confidence our customers show in us. Their engagement and feedback makes me confident that we are on the right track as we enter 2019.

An eventful year awaits us

2019 is the year of opportunity for Axelent. A strong willingness to invest from our customers coupled with an organisation that is on the front foot augurs well for continued success. Our new logistics centre is having the finishing touches added and we look forward to seeing it

in use some time during the year.

On *page 8* you can read about Mikael Ström our new product manager. The new organisation on the product side will ensure quality at all levels and is something that I strongly believe in.

On *pages 12-13* you can read the latest news from Axelent Engineering. A new dedicated service department means we can provide our customers with a quicker service, and a company acquisition will make our PLM platform one of the strongest on the market.

It is full speed ahead for Axelent so keep your eyes peeled during 2019, the year of opportunity!

Mats Hilding, MD, Axelent AB

New partnership for Axelent Italy

Axelent Italy, in its constant growth on the Italian market, is establishing partnerships with young and dynamic companies. One example is *PRISMA sas*. They are specialised in the automation sector, born from the desire to respond to customer needs and incorporate their ideas to get the best result. *PRISMA sas* has decades of experience with applications such as cold chamber machines and die casting automations.

Axelent's experience in the safety field and our smart and robust solutions combined with the skills and innovative ideas of our customers are the perfect combination. Finding these synergies are an important part of our work to reach our goals.

A cell manipulates drive shafts to insert them into a machine for heat treatment.



Axelent GmbH educated students in Aalen

In February Axelent ProfiServices offered an education for the next generation of engineers in Aalen, a city in Southern Germany.

95 students from the technical school in Aalen participated in the seminar. They learned important facts about risk analysis and safety engineering. Axelent ProfiServices is a business unit of Axelent GmbH. Having an advantage in safety knowledge is very important for the German market.

Axelent also offers seminars in Stuttgart during March. Over the span of three days, the participants gain know-how in risk analysis, safety engineering and retrofit. The seminar is very popular and customers from all over Germany travel to Stuttgart to participate.



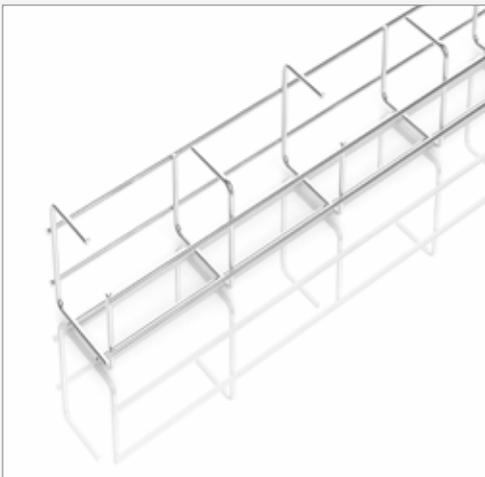
Daniel's tips!

Hygienic Z-Trays

We have added one of the largest ranges of hygienic cable trays to the X-Tray range. We call it Z-Tray and it has a host of benefits.

- A closed design that allows cables to run freely with no ties, which facilitates all-round cleaning of the cables.
- No cable ties needed. Cable ties are notorious dirt collectors and sometimes break and fall down into the food processing.
- X-Tray's standard range of joints, fixings and brackets can naturally be used with Z-Tray

Looking for the safest and most hygienic installation in the food and pharmaceutical industries? Then you need look no further than Z-Tray.



FACTS | INTEC

Venue

Leipzig Trade Fair, Germany

Exhibitors

1,324 exhibitors from 31 countries

Visitors (2019)

24,400

Website

www.messe-intec.com



Happy representatives in Axelent's stand. From left: Harald Steidle, Felix Quade-Kuhnt, Kai Schaupp, Otto Rapf and Markus Fischer.

Home field for Felix during inTEC in Leipzig

At the beginning of February, Axelent GmbH exhibited at the inTEC Trade Fair in Leipzig for the second time. Intec is a leading international fair for machine tools, manufacturing and automation.

This year it was held on the home soil of Felix Quade-Kuhnt, Sales representative in eastern Germany who lives in Leipzig. This brings him close to his customers in the region, something that has proven to be very advantageous. Felix has acquired many new customers during the past couple of years and the region has set a new sales record.

Naturally, Felix was kept very busy at the fair on his home field. It was an excellent opportunity to meet his customers and to attract new customers.

Felix is a prime example of how Axelent GmbH approaches sales and marketing. Local reps often find it easier to form a good bond with their customers. Being a local has many advantages, not least being on hand to help during crises, flexible appointments and less stress in selling to the customer.

4 million

reach for our global campaign in 2018



○ **Axel for everyone!**

We added more languages to the second and third parts of the campaign. It was now possible to follow it in Swedish, English, French, Italian and Spanish.

RESULT | GLOBAL CAMPAIGN 2018

PART 1

- Reach: just over 1.5 million
- Viewings of Axel video no. 1: 152,181
- Campaign site: 7,283 sessions
- YouTube subscriptions rose by 56%
- Facebook followers, some examples:
Axelent Group +69%
Axelent Australia +152%
Axelent USA +460%

PART 2

- Reach: just over 1 million
- Viewings of Axel video no. 2: 78,960
- Campaign site: 10,960 sessions
- Facebook followers, some examples:
Axelent Group +69%
Axelent Australia +47%
Axelent USA +42%
Axelent Benelux +151%

PART 3

- Reach: 1.4 million
- Viewings of Axel video no. 3: 158,280
- Campaign site: 18,265 sessions
- Facebook followers, some examples:
Axelent Group +28 %
Axelent Italy +35 %
Axelent Benelux +69 %

TOTAL

- Reach: **4 million**
- All the video streams **503,000**
- **51,000** different visitors to the campaign site
- **32,000** opened newsletters (CTO up to **19%**)

The 2019 global campaign is here!

With a fantastic year behind us, we are looking to ride the wave all the way into 2019. The first part of the global campaign is in full swing and packed to the rafters with exciting ideas.

A TASTER FROM THE 2019 GLOBAL CAMPAIGN

AN EXTRACT FROM OUR WHITE PAPER ABOUT CABLE TRAYS

» Cables are needed everywhere, in all the rooms and to all the machines. The idea behind X-Tray cable trays is to manage your cable routing in a smart and well-thought-out way. Cable trays should also be easy to adapt, install and clean, as well as being cost-effective and aesthetically pleasing on the eye. The X-Tray cable routing system is also quick and easy to install.

X-Tray comes in all shapes and sizes in order to meet the differing needs and desires of our customers. Different customer segments have different needs. In a warehouse or similar, cable trays do not need to be stainless while in the food industry they need to be both stainless and acid-resistant for the sake of hygiene. The range consists of hot dip galvanized, stainless with no after-treatment, acid-resistant that copes with chemicals, black zinc to match a black machine guard or other equipment, and in a blue or blank zinc with a chrome finish. «

Read the complete White paper at the campaign site: axelent.com/axel



VIDEO WITH ANDREAS GOTMARK

Axelent's sales manager Andreas Gotmark walks us through our order process.



VIDEO WITH AXEL IN THREE PARTS

Axelent's safety agent Axel visits a chocolate factory and as usual he finds things that can be improved.



Read more on our campaign site:
axelent.com/axel

Mikael is looking to encourage more participation throughout the Axelent Group

Last December Mikael Ström took up his position as product manager at Axelent. What does it entail and how has his first couple of months been? X-News sought him out to find out more about our latest team member.

What did you do before coming to Axelent?

I worked in sales, marketing and customer support in manufacturing industries for over 20 years. My focus has always been on the product and the user and I often find myself acting as a go-between. I feel that working in several, both nationally and internationally, has been good for me. It has given me a broad understanding of the business.

As a person I'm a good listener and see opportunities for improvement. I've always been willing to go the extra mile for the customer.

What is your role at Axelent and what does it actually entail?

Product Manager with the responsibility of running and developing the company's Product Department. My main task is to 'take ownership' of our products throughout their service life. This also entails improving processes and working methods in all departments in their handling of our products.

I strongly believe in participation and will work hard on improving this, both internally and externally. This means working closely with our offices around the world to get them more involved. It's important that they feel part of things and can influence developments at an early stage.

What are your impressions of the company based on your first three months?

It's been really nice. Axelent is a forward-thinking company full of highly motivated people. Despite being a large company, the decision-making is streamlined and the team spirit is infectious.

» *I hope to be able to foster an efficient and project-based approach.*

Mikael Ström, Product manager

Which synergies do you look to create in your work?

To contribute to an organisation in which everyone feels a part of the everyday work. I hope to be able to foster an efficient and project-based approach. I want to contribute to cost-effective products, among other things, by streamlining Axelent's product mix.

What does a normal working day look like?

It varies a lot, but I work on our various projects with calculations and I keep all the other departments in the loop. It could involve meetings to discuss new products with the design and construction people or new marketing material with the inhouse teams.

Why would you recommend Axelent?

Because there is a will in the company, as there is in me, to go the extra mile for the customer. Then, of course, speed and short lead times is something that defines the whole company.



5 quickies

WITH MIKAEL STRÖM

City or countryside?

Countryside.

Activity or relaxation?

Activity.

Eat out or at home?

Out.

Favourite place?

On a cliff by the sea in Terrigal, New South Wales in Australia reading a book. Or in a forest training my dogs.

Hidden talent?

I've completed a marathon.





Axelent was part of the Safety Plaza at INDUMATION

In the beginning of February, Axelent was present at the *INDUMATION* exhibition in Kortrijk Belgium. The exhibition has grown since last time in 2017 and is quickly becoming an important forum in the Benelux region.

Together with our Belgian SafetyPlaza colleagues ASO Safety, Bechhoff, D&F, Euchner, Leuze Electronic and RDL Engineering we filled a 10x8m booth at this important automation exhibition that is organised every two years.

As usual, the X-Guard machine guarding system and the X-Tray cable routing system were on display in the Axelent booth. For this exhibition an effort was made to showcase the Safe-X range. Many of the McCue products were highly visible in the booth.

FACTS | INDUMATION

Venue
Kortrijk Xpo, Belgium

Exhibitors
220

Visitors (2019)
10,414

Website
www.indumation.be



Sven's tips!

Cover plugs

We now have cover plugs to complement the posts that are prepared for push buttons. The plugs are intended for the holes that are not used. They are a perfect fit and are easy to plug in.

The plugs offer protection and give a neat finish. We hope to have them on the market by early March (2019).

Contact us for more info.



Axelent Engineering acquires A2 Zound by Semcon

On the 1st of January Axelent Engineering AB acquired A2 Zound By Semcon AB. A2Zound is a company that sells and services PLM solutions with the platforms 3D-Experience and CATIA / DELMIA from Dassault. The company name has been changed to Axelent Software Solutions AB.

Managing Director Richard Skogward speaks about the acquisition and its significance for the company.

“The acquisition enables a larger palette of goods, services and resources related to PLM solutions. The merger will make Axelent Engineering one of the leading Swedish companies in Dassault’s 3D-Experience platform. A2 Zound is established in four locations: Gothenburg, Huskvarna, Gislaved and Hillerstorp.”

Own use of software gives valuable insights

“Because we ourselves use the software we offer, it gives us valuable insights into its challenges and possibilities. We know from our own experience that if a customer gets out of the starting blocks quickly, they will soon be seeing profitable and efficient flows. Something I’m sure most people are interested in.”

Axelent Engineering – where the future is forged

“Axelent Engineering collaborates with several of Sweden’s leading industrial companies and we have longstanding partnerships with large robotics and system suppliers. Cutting edge tools and digital collaboration platforms are setting new standards for the working methods of the future. Or, as we say at Axelent, this is where the future is forged.”

As well as PLM solutions, Axelent Engineering also focuses on production and production development, a combination that enables us to fulfill the visions of Industry 4.0. In short, to inject Industry 4.0 with PLM (Product Lifecycle Management).”



» *The merger will make Axelent Engineering one of the leading Swedish companies in Dassault’s 3D-Experience platform.*

Richard Skogward, MD, Axelent Engineering



New procedures offer a better service

In order to improve accessibility and service level for our customers, Axelent Engineering has formed a dedicated service department. On the 1st of January, Axelent Engineering and Hillerstors Specialmaskiner AB introduced new procedures for handling service requests in order to boost customer support.

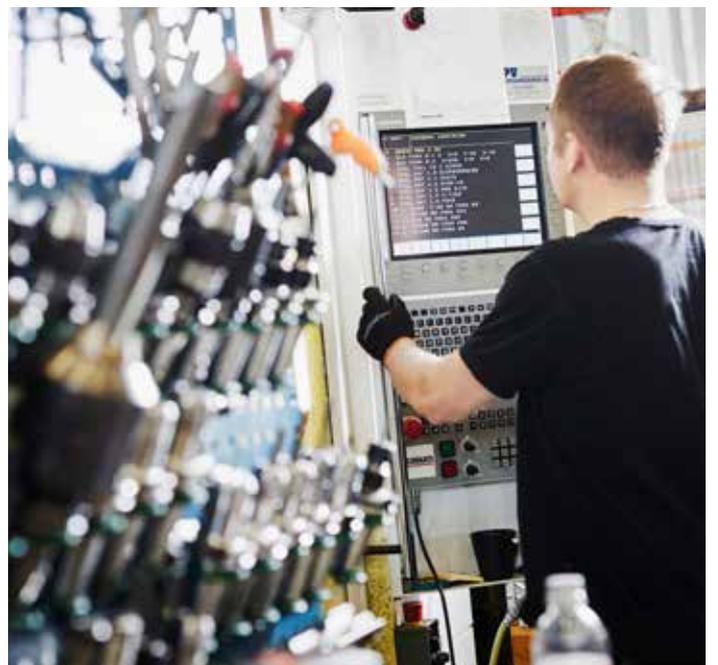
Axelent Engineering offers a wide range of services, including:

- Emergency service on most machines with the possibility of a guaranteed response time
- Troubleshooting and repairs in Mechanics, Robotics and PLC
- Planned maintenance
- Risk assessment with consultation for suitable measures
- The manufacture of machined spare parts
- The manufacture and fitting of machine guards and cable trays. (Axelent X-Guard and X-Tray)



To discuss a service agreement or related issues, please contact:

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Grand opening of the new premises at Axelent Australia

Axelent Australia has recently moved into larger premises in order to provide a better customer service and stock a larger range of the Axelent products. We asked Drew Hoxey, Sales Director, to tell us more about the grand opening and the business in general.

Which products do you sell?

"We mainly focus on X-Guard machine guards and the X-Tray cable routing system. The latest addition to our range is the McCue safety products from Axelent Safe-X"

How many employees do you have at the company?

"We have two sales people in Adelaide and one in New South Wales. We have plans to expand with another one based in Victoria during 2019. The office in Adelaide have two employees who takes care of sales support and distribution. We also have two part-time staff (administration, accounting and marketing)."

What sectors do you work with?

"Manufacturing, Robotics, Warehousing, Electrical, Food & Beverage processing and Agricultural. The new growth sector for us in 2019 is pedestrian protection in warehouse environments."

You recently hosted a grand opening for the new office and warehouse. How was the event?

"The grand opening was a great success. We managed to showcase our entire range of products that we now have the ability to keep in stock for Australia and New Zealand. We had guests from all the states in Australia and from New Zealand. The guest were a mix of customers and distributors. We also had guests from the head office in Sweden. Export Manager Stefan Axelsson helped with the cutting of the ribbon."

With the new warehouse in place, what does the future hold?

"The new premises gives us the ability to grow the business and sales across Australia and New Zealand by holding larger stocks, as well as a more extensive range of the Axelent Products."



FACTS | ADELAIDE

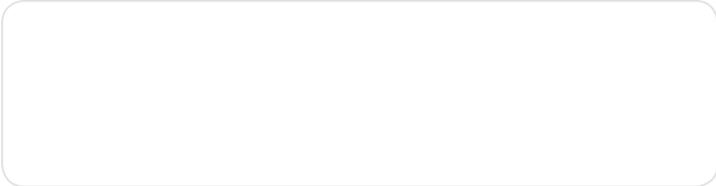
Population
1,316,779 (2015)

The city was founded in 1836 by settlers and is sometimes referred to as the City of Churches due to the many churches there.

The area is known for its vineyards, the most famous being in Barossa Valley. Adelaide has a Mediterranean climate with temperatures reaching 44 degrees in the summer and 15 during winter.

Adelaide is the home of Axelent Australia's office and warehouse, but the products are being sold throughout Australia and New Zealand.





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