

XNEWS

A magazine from the Axelent Group

No. 2 2019





We're investing in logistics

As we all know, Axelent is currently in a phase of extreme expansion. So we are focusing heavily on developing and improving our logistics operations to help the organisation cope with its rapid growth. One step in this process is the new warehouse which is being built at Axelent in Hillerstorp.



It wasn't long ago that we wrote about the "new" warehouse, and now we're busy building again. The new extension on the north section of the facility has 5,000 sq.m of space and will be fitted with eight new loading doors. We hope this will lead to shorter waiting times at the loading bay and thus enable deliveries to be dispatched more quickly. The four doors in use today will be used for the container traffic, which is continuously on the increase.

Logistics 4.0

The new warehouse marks step one of Logistics 4.0. Logistics 4.0 means that our small parts warehouse will eventually become fully automated and this is also the first step towards a more automated packaging process.

Logistics worldwide

We are investing in logistics outside of Sweden too. The whole world is our playing field so we have to work

accordingly. We already have logistics centres in Chicago USA, Adelaide Australia and Tokyo Japan. In 2019, we'll be setting up our fourth logistics centre outside of Sweden, this time in Bangkok. This logistics centre will serve South East Asia. We'll be reporting more on this in future X-News.

Logistics tailored to products

Logistics is not just about building new logistics centres. The product sometimes needs something totally different. One example of this is X-Tray, our cable routing system. In order to provide the speedy deliveries that customers demand, we had to find a logistics solution tailored to the market. Turn to page 5 to read about our partnership with Ahlsell. We're very proud of this partnership and it is a major step in Axelent's logistics development process.

Enjoy reading!

Stefan Axelsson,
Export Manager, Axelent AB



All for a good cause

Hooks Golf Club organises an annual event called "Tappra Barn", or Brave Children. Local companies and the Tappra Barn charity support the event and the money they raise goes to children who are experiencing tough life circumstances.

The Golf Day at Hooks Golf Club is a major event and attracts some 200 players and as many companies. The hosts of the competition are former professional ice hockey player with HV71 Johan Davidsson, professional golf player Pelle Edberg, and TV sports commentator Karin Frick.

Emil Rask, Marcus Claesson and Daniel Filipsson played for Axelent. Bengt-Åke Gustafsson, the former ice hockey legend and head coach of the Swedish national ice hockey team was also playing.

In addition to the entry fees, an auction of valuable

items was held during the evening meal to raise funds. These included everything from hockey sticks to golf drivers donated by famous players. The fundraising target of SEK 500,000 that had been set for the event was exceeded!

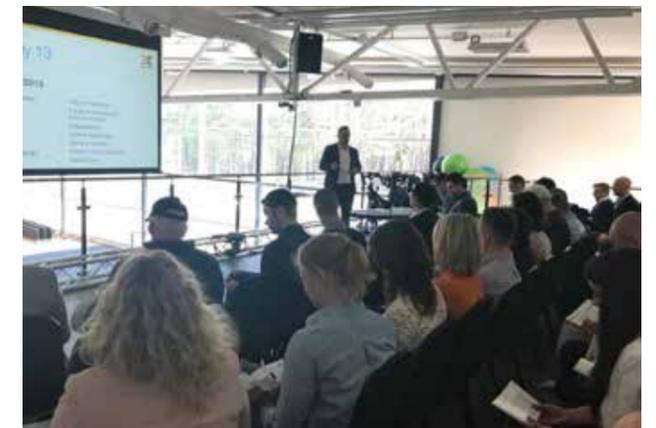
Tappra Barn is a rather small, but efficient charity organisation with the mission of helping children, at a local level, who are facing challenges in their daily lives. The organisation in the Jönköping region supports the local Child and Adolescent Clinic and the Child and Adolescent Psychiatry Service at Ryhov in Jönköping.

Colleagues from all over the world at Product Meeting

13 May 2019 | Hillerstorp, Sweden

This year's Product Meeting was an edifying day filled with information about the product range and with opportunities to discuss needs and future product solutions. New products were on display, allowing attendees to take a closer look at them during the day. There was also a tour of the production area, the warehouse and the new extension.

Representatives from 11 countries attended the meeting and the day was rounded off with an activity and dinner enjoyed by all.



50 ÅR
ELFAK 2019



Elfact trade fair

7-10 May 2019 | Swedish Exhibition & Congress Centre, Gothenburg

The largest trade fair for the electrical and power industry in the Nordic countries is held biennially in Gothenburg, and it was time once again this year on 7-10 May! For the very first time, Axelent's Team X-Tray was at the fair, demonstrating new products, meeting customers and establishing new contacts.

This was the first year that Axelent showcased its X-Tray cable routing system at the trade fair. It was a success, with the booth attracting large numbers of visitors. X-Tray generated considerable interest.

You can expect to see Axelent at the next Elfact trade fair in 2021! If you're eager to meet us sooner, we'll be at the Electrical Trade Fair in Kista in October.

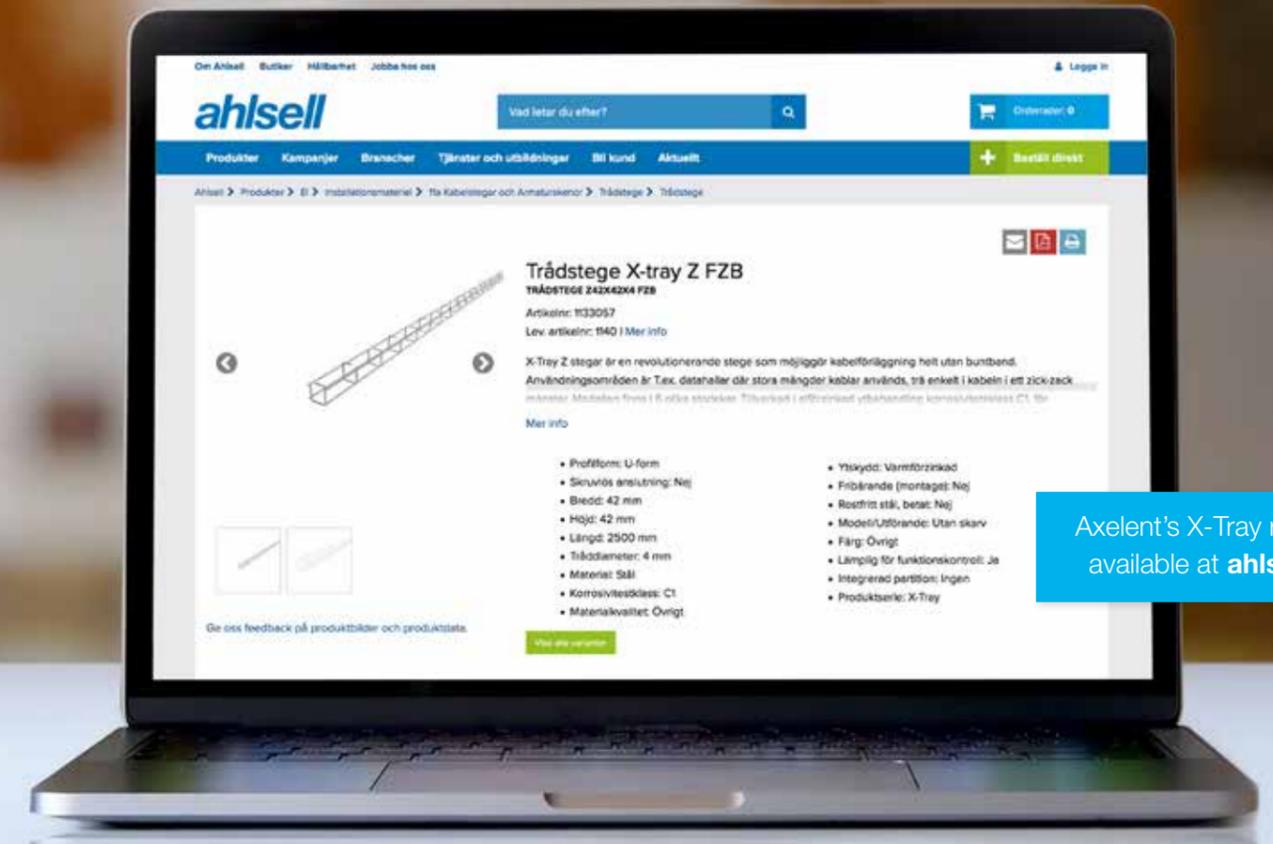
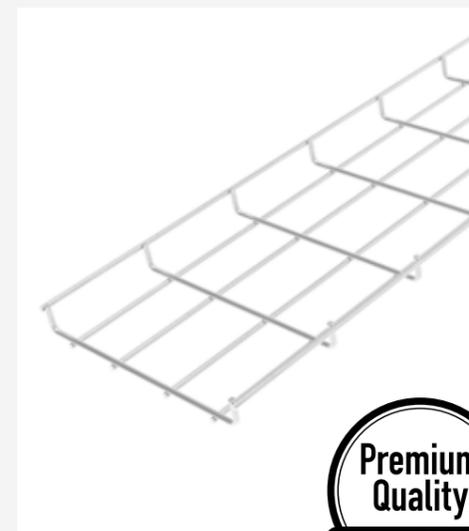


Daniel's tips!

Launch of a brand new cable tray

Axelent is first to the Swedish market with a cable tray with a 30 mm edge. This new tray has been designed and developed for use in narrow passageways and confined spaces. Because it can be installed side up, it saves a lot of space. It is designed for a layer of cables, making this installation more hygienic and easier to keep clean.

- Space-saving
- Hygienic installation



Axelent's X-Tray range is available at ahlsell.se

Axelent and Ahlsell in exclusive partnership

Axelent is proud to announce that it has entered into an exclusive partnership with the wholesale company Ahlsell. Sales of the X-Tray range of products via Ahlsell's channels began in February. This enables Axelent to offer the market even faster delivery of its cable trays.

It has long been Axelent's ambition to offer the ultimate logistics solution to its wire tray customers. With fast deliveries, you want professional users to get the right product in the right place at the right time. Professionals often require the products they've ordered to be delivered as quickly as the following day.

Ahlsell can offer the best logistics solution

Axelent has seen the advantage of distributing wire trays through a wholesaler. This ensures efficient logistics and meets the market's demands for fast deliveries and availability. Ahlsell can offer an extensive range. The wholesaler has a strong focus on the industrial sector, which is the market for Axelent's wire trays. Ahlsell has some 240 stores and three central warehouses and distribution across the Nordic countries, as well as in Estonia, Poland and Russia.

Hoping for sales growth

Axelent is extremely proud of its partnership with Ahlsell. Mattias Darmark, Nordic Sales manager: "We will be focusing strongly on making inroads into the Swedish market, so that Ahlsell sees increased sales and new customers that start to buy Axelent's products via Ahlsell. We're hoping to build volumes and sales really soon."

Axelent will lead product development in the industry

Axelent wants to play a leading role in product development within the industry and offer the best range in the market. Although X-Tray is a simple range, its breadth gives it great adaptability and practicality across various industries. Daniel Filipsson, Product Manager for X-Tray: "The focus used to be on wire trays for the electricity sector only. Nowadays, we're concentrating more on industries. We are focusing strongly on products and are developing and adapting the range to meet the unique requirements of each sector."



Axelent Australia launched new products at AUSPACK 2019

Axelent Australia recently exhibited at Auspack, which is the largest packaging and processing exhibition in Australia. During the four-day event, Axelent Australia launched the new range of collision guards.

The stand attracted a lot of visitors who were able to take a close look at both machine guards and the new range of collision

guards. The team met with a positive response from visitors, many of whom commented on the significant expense of equipment repair and replacement in production and storage facilities. That's exactly what collision guards can prevent.

Axelent Australia is looking forward to showcasing its products again at the next exhibition in 2021!



Lamiera

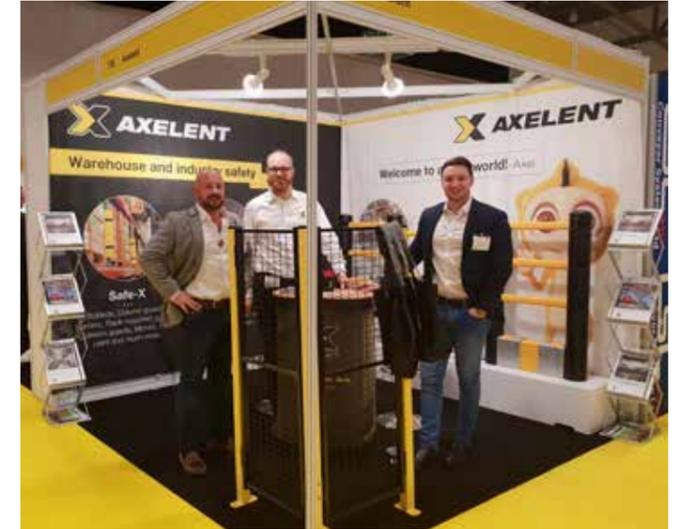
15-18 May 2019 | Italy

In May, Axelent Italy Srl exhibited at Lamiera in Milano. Lamiera is one of the largest international events for machine tools, cutting technology, deformation, machine- and automation solutions. In the stand X-Guard was shown and new products in the safety range. The participation enabled Axelent to establish itself more on the Italian market.

Intralogistex Show 2019

26-27 February 2019 | Coventry, UK

Axelent Ltd was once again exhibiting at the Intralogistex show, which was held in February. It was the second consecutive year that Axelent Ltd was present as an exhibitor at this relatively new trade fair, which is getting larger and larger every year. The trade fair was a major success and afforded some fantastic opportunities to speak to existing and new customers. Axelent Ltd would like to say thank you to everyone who dropped by our stand.



National Manufacturing Supply Chain

17 January 2019 | Dublin, Ireland

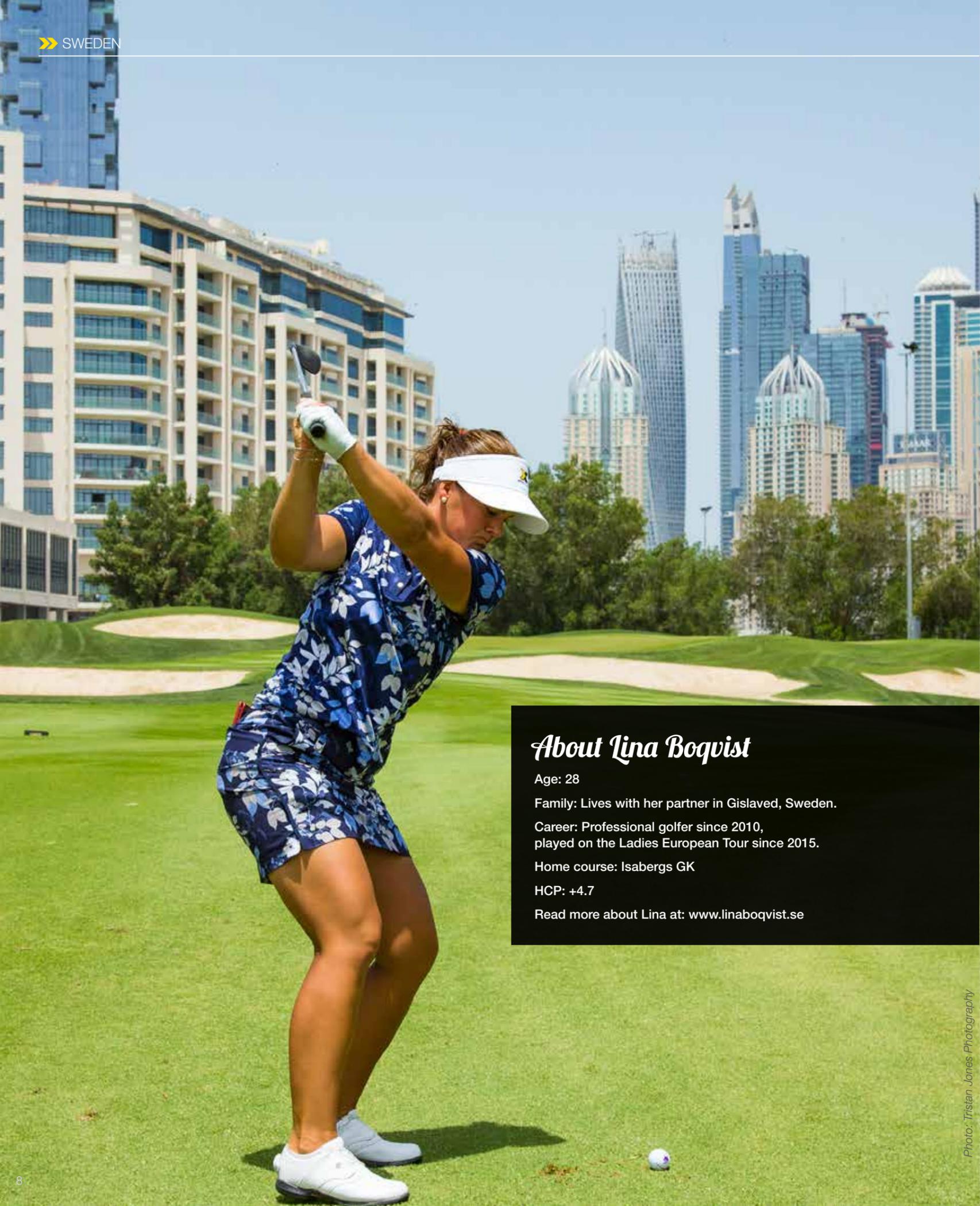
Axelent Ltd was a first time exhibitor at the trade fair in the Irish capital. It was an excellent opportunity for Axelent to present itself to a large number of new customers. The trade fair was a huge success and generated a host of new contacts. Axelent Ltd is looking forward to visiting Ireland again in the near future!

Axel at large during ProMat Show 2019

8-11 April 2019 | Chicago, USA

Axelent Inc. was among the thousand or so exhibitors at the ProMat Show 2019, which is one of the largest manufacturing and supply chain trade fairs in North and South America. The show is staged every two years at McCormick Place in Chicago and this was the sixth time that Axelent exhibited.





About Lina Boqvist

Age: 28
 Family: Lives with her partner in Gislaved, Sweden.
 Career: Professional golfer since 2010, played on the Ladies European Tour since 2015.
 Home course: Isabergs GK
 HCP: +4.7
 Read more about Lina at: www.linaboqvist.se

Photo: Tristan Jones Photography

Aiming for the top

The Ladies European Tour (LET) is in full swing and one of the players representing Sweden is Lina Boqvist. Finishing in a shared second place at the Lalla Meryem Cup in Morocco at the end of April, Lina has shown that she is fighting for a spot at the top.

Lina Boqvist is now in her fifth season on the tour. The shared second place is Boqvist's best position to date and Lina says the season has got off to a great start. "There have been lots of solid competitions and it really feels like I've pushed my lowest level up a couple of notches from previous years. I'm obviously delighted about my second place at the Lalla Meryem Cup. Over the years, my favourite competition has always been the one in Morocco and last year I finished eighth."

Boqvist started the competition in Morocco at -7 under par in the first round and thus took the lead directly. She then held her lead throughout until the final day when she missed some shots and finished in joint second place. "Looking back on it, I'm immensely happy and proud of myself and my performance," Boqvist says.

Her goal is to qualify for the British Open which will be played this year at Woburn Golf Club at the beginning of August and to finish the season in the top 10 in the Order of Merit*.

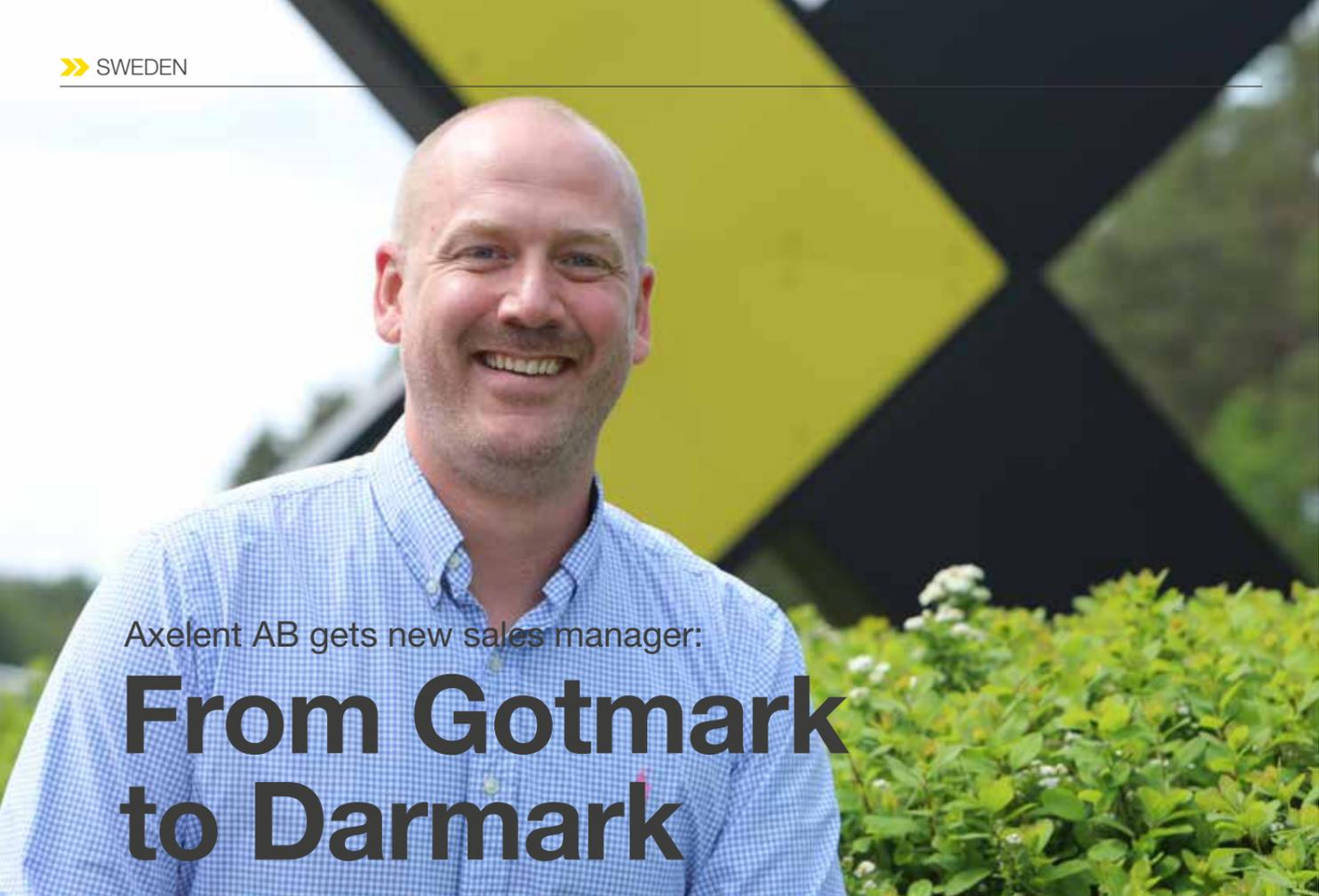
In order to qualify for the British Open, a golfer must be in the top 25 in the Order of Merit and, at the time of writing, Boqvist is in 6th place. Boqvist has three competitions left before the entry deadline so her chances are looking good.

Axellent wishes Lina the best of luck!



*Order of Merit is a summary of the results of the season's competitions.

Left: Lina Boqvist during a practice round at Emirates Golf Club, Faldo Course, Dubai.



Axelent AB gets new sales manager:

From Gotmark to Darmark

The very latest addition to Axelent AB is the company's new sales manager for the Nordic region; Mattias Darmark. With previous experience of sales and a vision of driving the continued growth, Darmark has now taken over after Andreas Gotmark who will take the role as European sales manager.

What positions have you held in the past?

My most recent position was regional sales manager in the building products industry, with Småland and Östergötland as my main regions of responsibility. Prior to that, I was sales manager for Sweden at a company that manufactures electrical tools, and before that I worked at another company in the electrical sector.

What is your title at Axelent and what does it mean in practical terms?

I will be taking over Andreas Gotmark's role at Axelent as sales manager for the Nordic market. That means I'll be responsible for sales of the entire Axelent product range and for customer service and our sales team.

What are your expectations in your new role?

I'm really looking forward to getting started and getting to know the market. Although Axelent's sales figures are strong, there is plenty of development potential. I am keen to maintain and nurture our existing customers and relationships, but will also be working hard to find ways of attracting and building relationships with new customers. Axelent will expand and gain even more market share.

>>> *Axelent will expand and gain even more market share*

Mattias Darmark, Sales Manager for the Nordic region

What is your impression of Axelent so far?

Fantastic! My impression so far is that it's a company with a family feel, everyone is friendly and there is a great atmosphere. It's very apparent that everyone is energised and on their toes here! What most of my colleagues say is that there are no limits here - if you come up with a good idea, you just get right on with it! That is fun and forms a good basis for developing the organisation.

Why would you recommend Axelent?

Because Axelent is a fully integrated supplier! Our portfolio not only includes machine guards, but everything from collision guards, anti-tip protection, cable trays and much more. We manufacture, deliver and develop all of this under the same roof. This gives us unique opportunities to cater to customers' needs and requirements. Our speed, knowledge and, not least, company culture provide a foundation that allows us to serve our customers with the best possible solutions. At Axelent, we are committed to improving and aim to be the best in the business when it comes to both customer satisfaction and quality!



We welcome new colleagues to Axelent Benelux

Axelent Benelux is growing and has expanded its team with three new colleagues. Welcome!

STEFANIE HAESAERT

Administration

Stefanie has recently started working at the office in Belgium. Stefanie's duties involve administration and planning. She handles placements of orders, delivery matters and organising. And when you call the office, Stefanie will answer the phone!



5 QUICK QUESTIONS

- City or countryside?**
Countryside
- Activity or relaxation?**
Active first, then relax!
- Eat out or at home?**
Out. Love tapas!
- Favourite place?**
Outside in the sun with a refreshing drink.
- Hidden talent?**
I'm a mum and an optimist.

GERBERT-JAN MEIJERINK

Sales

Jan is a new sales representative in the Netherlands. He follows up on new leads and focuses on retaining existing customers. Jan and Jeroen Verhoeks are jointly responsible for sales in the Netherlands.



5 QUICK QUESTIONS

- City or countryside?**
Both!
- Activity or relaxation?**
Activity
- Eat out or at home?**
I enjoy eating out at weekends!
- Favourite place?**
Any of the restaurants alongside the canal in my favourite city, Utrecht.
- Hidden talent?**
I'm good at kiteboarding!

CYNTHIA VAN TIELEN

Customer support

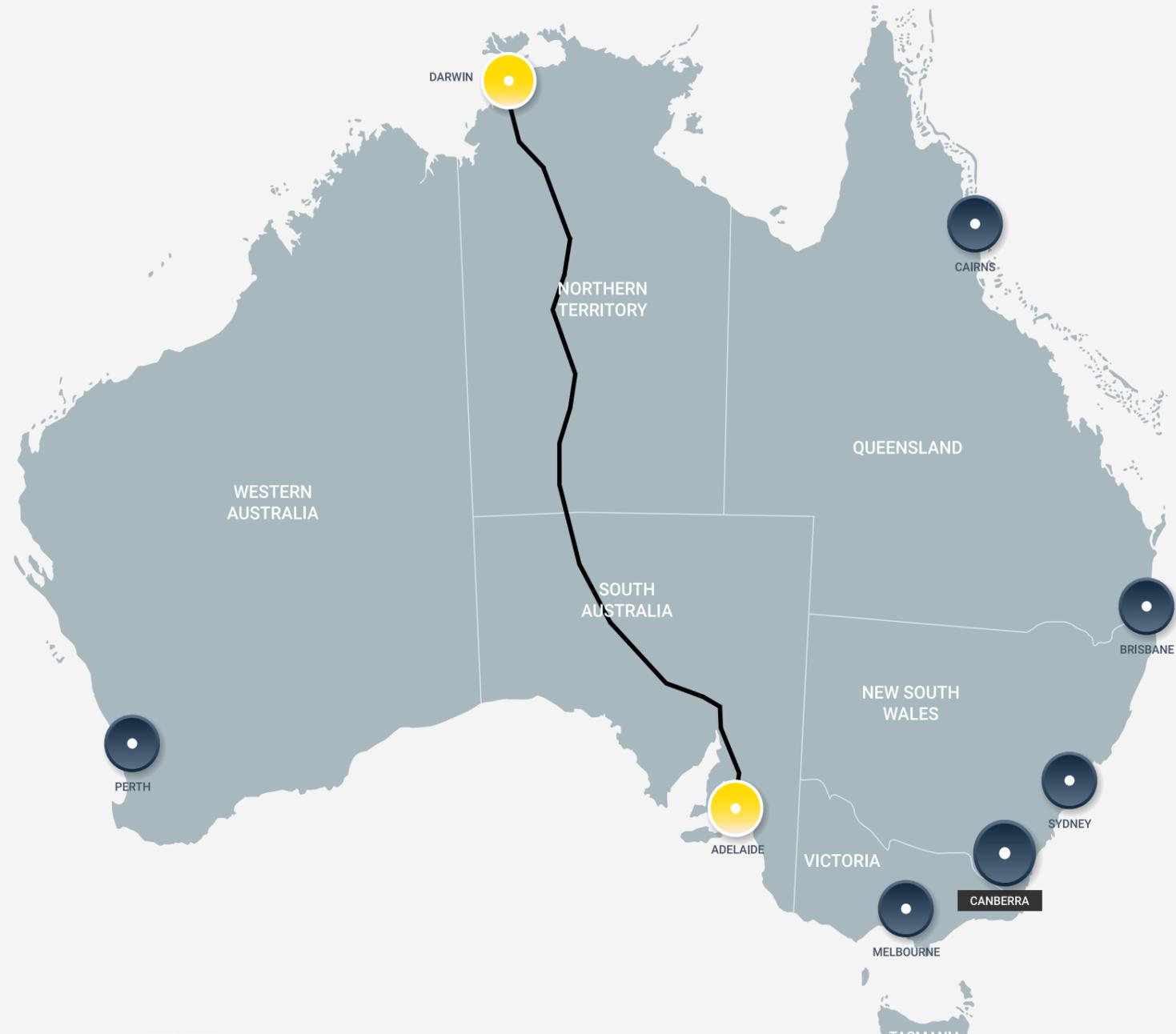
Cynthia works at the office in Belgium but supports her colleagues in the Netherlands. She mainly works for the Netherlands, but gives Belgium a helping hand when needed.



5 QUICK QUESTIONS

- City or countryside?**
City
- Activity or relaxation?**
Activity
- Eat out or at home?**
I love eating out and drinking wine with friends!
- Favourite place?**
Massimago, Verona in Italy. They have amazing Amarone wine there!
- Hidden talent?**
I'm good at organising!

Axelent Group main sponsor of JU Solar Team



JU Solar Team comprises 17 students from Jönköping University. They're working on the design and construction of a fully solar-powered car. The car has been named Axelent and will be taking part in the Bridgestone World Solar Challenge in October 2019.

The team from JU will be up against tough competition from other universities around the world. They'll be competing in a 3022-kilometre-long race, from Darwin in the north of Australia to Adelaide in the south. Several former members of the JU Solar Team are now employees in the Axelent Group. As part of our sponsorship, they will be available as a resource to the team, ready to contribute their experience and expertise in the field.

The team behind the solar car

JU Solar Team comprises 17 students from different departments at Jönköping University. To allow the team to work as efficiently as possible, it is split into two sub-teams - the construction team and the marketing team. The students in the construction team are responsible for all the practical aspects, including the design, software, electronics and construction of the car. The marketing team supports the engineers by working with sponsors, logistics, events, communications and marketing. Tilma Lundkvist, Brand Manager for the JU Solar Team, is delighted about the sponsorship agreement that has recently been signed with the Axelent Group:

"It's absolutely fantastic that the Axelent Group is our main sponsor! With its extensive expertise and high engagement, we're feeling extra confident as we head into the final stages of the Bridgestone World Solar Challenge."

Stefan Axelsson, Export Manager at Axelent, about the collaborative relationship: "Renewable energy is a matter that is close to our hearts. Over the years, Axelent has invested in wind power to match our electricity use. We will be involved throughout the journey, from the planning stage to the competition in Australia. All the members of the team behind the solar car are highly motivated and skilled individuals in their area of expertise. We are delighted to have this opportunity to get to know them and hope that we can continue our collaboration after they have graduated."

Richard Skogward, MD of Axelent Engineering, sees similarities between his company and the JU Solar Team: "We usually say that we're creating reality before it happens. Which is exactly what the JU Solar Team is doing with its solar-powered car. They're showing the world that the future is already here. It's no coincidence that several of those who have been members of the Solar Team in the past have gone on to work for us."



FACTS | WORLD SOLAR CHALLENGE

Distance
About 3,000 km, from Darwin to Adelaide

Date
13 October to 20 October

About the race
The race event has been attracting students from all over the world for 30 years, challenging them to push the limits of technological innovation. The challenge is to design and build a car that is powered only by the sun. The teams then compete with their cars to be the fastest to cross Australia and its gruelling outback.

You can find out more about the Challenge at worldsolarchallenge.org

The Global Campaign

Delighted winners at Inhouse



Colleagues from Axelent's Inhouse and the content agency Glory Days were happy to receive a gold and a silver at the Swedish Content Awards.

The success of Axelent's global campaign has probably not gone unnoticed by anyone. With Axel as the mascot for the company, Inhouse* and the content agency Glory Days have succeeded in bolstering the brand and spreading the message about Axelent and the company's products across the globe, and this has now been recognised at the Swedish Content Awards. The gala event took place at the Eric Ericsson Hall in Stockholm and Axelent scooped a gold and a silver award.

Swedish Content Awards is a competition organised by the advertising trade association, Swedish Content Agencies. This was the 19th consecutive year that the award ceremony took place and more than 160 entries had been received. The judging panel then selected 90 entries to compete for 28 awards.

This year was the first time that Axelent was nominated, together with Glory Days, for two categories for its successful Global Campaign. Axelent won gold in the

"Industry & Energy" category and silver in the "This Year's Social Media" category. "We were up against some stiff competition with several big names in our category, so we really didn't expect to win," says Jessica Bublies, Inhouse.

The Swedish Content Awards were the second occasion this year that Axelent had received recognition for its achievements. Inhouse was also presented with an award in early April at the local business gala.

*Inhouse is the name of an internal advertising agency.



Elin Richardson & Jessica Bublies from Inhouse won the Marketing Award.

Prize in local marketing competition

The annual Värnamo Business Gala was held on Friday 5 April, organised by the local business association. The event attracted a variety of organisations and associations, including Axelent, which won one of the prestigious awards that were presented during the evening.

Every year, Värnamo's local business community is invited to a gala dinner and awards ceremony. This year's attendees enjoyed an evening of mixing and mingling, a three-course dinner and entertainment.

One of the awards presented during the evening was the "Marketing Horn" award, which recognises outstanding marketing achievements. The award is presented by MiGR (the marketing association in the Gnosjö region) to celebrate and reward successful marketing initiatives.

Axelent's marketing stands out

The award has been presented since 2013 to the company, organisation, association or individual in the Gnosjö region that has been most successful at marketing itself. It recognises creativity and entrepreneurship that stands out, and marketing initiatives that have made a strong impression and have been a source of inspiration and role model for other businesses in the Gnosjö region. In its citation, the judging panel had this to say about Axelent, this year's award winner:

With a global brand campaign that stands out, the company has realised its goal of significantly enhancing its brand awareness. By implementing a comprehensive, three-step campaign, it has succeeded in reaching an audience of no less than 4 million people and achieving a CTO rate of 19%. It has also created the character "Axel" who appears in videos with the message "Welcome to a safe world".



Sven's tips!

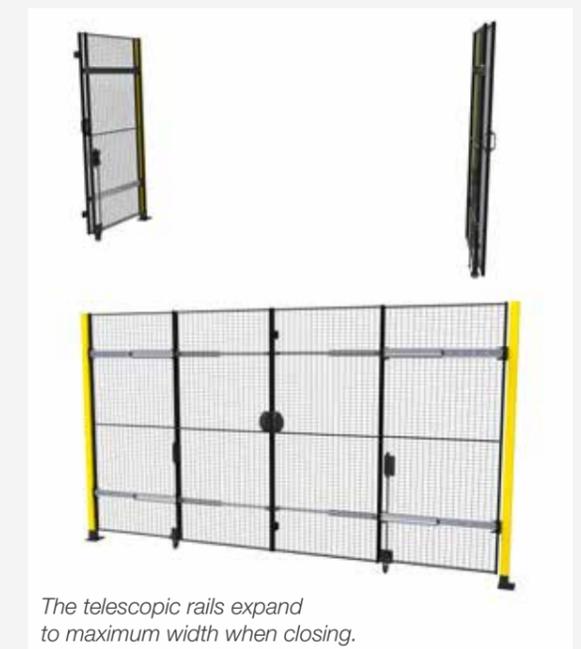
New smart door solves space shortage

One common request that we get is for doors with a wide opening but without any overhead rail. Doors that can preferably be made to magically disappear and not take up a lot of space. There is often not enough space for long sliding doors or wide door panels, e.g. at a loading and unloading station of an automated cell for handling sheet metal or other materials.

Now, at last, we are pleased to present a compact solution! We've developed a combined hinged and sliding door for X-Guard that opens in a compact way to as much as 4 metres. All the advantages of both door types have been fused into one!

The door panels do not take up more space than a single hinged door when it stands open. Moreover, since an overhead rail is not required there is nothing to prevent opening in a vertical direction. This door is therefore also an excellent option when greater heights are required on the machine guard's mesh panels.

A specially designed, flexible cable conduit for a circuit breaker, if installed, is available as an optional extra.



The telescopic rails expand to maximum width when closing.



Johannes Rydzek at the Nordic Combined World Cup.

Nordic Combined

Last tournament of the season

The last tournament of the season in the Nordic Combined World Cup took place on 16 and 17 March in Schonach (Germany). The competition in Schonach is based on a long tradition since over fifty years and is well-known as one of the homegrounds of the Nordic Combined circus. Axelent GmbH's ambassador, Johannes Rydzek, finished the season with an excellent fourth rank in the World Cup table. During the World Championship in Seefeld (Austria) in February he has won a silver medal. This one was his twelfth World Championship-medal!



Axelent GmbH sponsors Nordic Combined.



The first competition was won by Bernhard Gruber (no. 4) from Austria. The winner on the second day was Norwegian Jan Magnus Riiber (yellow vest) who also won the World Cup.

Inspiring seminar on machine safety

Machine safety and risk analyses don't need to be complicated or boring. Axelent ProfiServices, part of Axelent GmbH, is known for its well-attended seminars on the topic. These are held by Matthias Schulz who is an expert on safety.

Matthias Schulz has many years of experience and knowledge of machine safety and he guides attendees through his seminars in an engaging and entertaining way. The seminars are held twice a year at Axelent GmbH in Stuttgart and the places are quickly filled.

The next seminar is scheduled to take place in November. The focus will be on risk analysis and safety technology as stipulated in the Machinery Directive and the EC Machinery Directive.

If you would like to attend, please register via Axelent GmbH by emailing sales@axelent.de



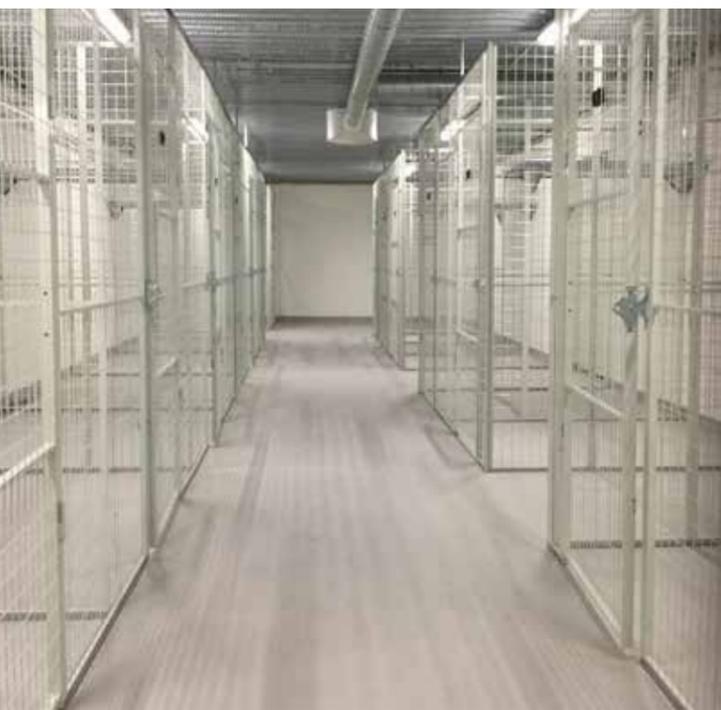
Matthias Schulz
Axelent ProfiServices

Young girl fights for a place in Olympics



Axelent was the main sponsor of this year's Betongcupen skateboard competition which took place on 19 May in Värnamo. It was the first of five tournaments and the SkateVärnamo skateboard club had the honour of organising the event for the third consecutive year. 80 competitors came from all over Sweden to take part in the competition. Ten-year-old Felicia Jakobsson from Falkenberg delivered an impressive performance and won her class. This win qualified her for the international Dew Tour competition which will be held in Long Beach, California. Skateboarding will be part of the Olympic Games for the first time in Tokyo in 2020 and the Dew Tour competition is an Olympic qualifying event.

You can find out more about Felicia and the competition in California in the next issue of X-News.



Axelent's storeroom walls to Romanian charity project

The churches and parishes in the Partille district of Gothenburg have been working hard for the past 30 years to help people in need in eastern Europe. The Swedish organisation "Östhjälpen i Partille" was set up in 1990 to provide humanitarian aid to eastern Europe and a group of people travelled to Romania with a shipment of supplies.

When they returned to Sweden, they wanted to continue their relief efforts in some way. They decided to purchase some land and build a nursing home for children with severe disabilities. Negative attitudes towards disabled children had long existed in Romania and help was desperately needed. Aurora nursing home was completed in 1992 and since then it has provided care for 16 children, all with various kinds of physical and mental impairments.

Change programme produced results

The business has 28 employees and the programme has been based on the Universal Declaration of Human Rights and the Convention on the Rights of the Child adopted by the United Nations. The project was initially met with considerable scepticism, but educational initiatives have succeeded in changing the attitude of public authorities toward disability. The project has received a lot of positive attention in both the media and press, and it serves as a model for how to work with and care for people with disabilities.

Serious need for elderly care too

Once the children's home had been built, it was apparent that there was also a serious need for care facilities for the elderly. So the Aurora Senior project was started. Five

Romanian builders began working on the project alongside Swedish volunteers in the spring of 2017 and the date for moving in is set for the autumn of 2019.

Modern home for the elderly

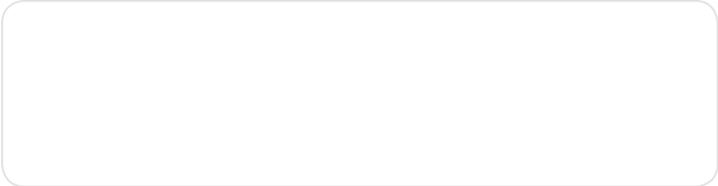
Aurora Senior is a modern home for the elderly with room for 32 residents. The building also has a common room/dining room, commercial kitchen and administration areas.

It was also decided to construct storage space in the cellar. The space would be used to store not only residents' items but also food, such as root vegetables and potatoes. So they got in touch with Axelent.

Volunteering for charity

All the initiatives undertaken by the Östhjälpen charity organisation are funded by money that comes from its second-hand store in Jonsered and from collections and donations through the churches' activities and the many hours given by volunteers.

Axelent is pleased to be able to contribute to the project with storage systems and hopes that they will be of good use!



Have a
great
summer!



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