

XNEWS



No. 1 · 2016 **Axelent**, Machine Safety, Warehouse Partitioning · **Axelent Wire Tray**, Cable Management System
Axelent Engineering, Automation, PLM & Design · **Axelent Software**, Software solutions



Axelent's software

**HAS PLAYED A LARGE PART IN
OUR SUCCESS**



Axelent's software – a large part in our success

The internet is just a passing fad, said a well-known Swedish politician in 1996. At Axelent we thought the opposite and decided to jump on the digital bandwagon almost immediately. It proved to be a big hit and played a large part in our success story. The fact is we wouldn't be where we are today if we hadn't seen the competitive advantage afforded by information technology.

Speed has always been our hallmark and we continue to build on this in the digital channels. We are online and in social media, and our in-house developed software, such as SnapperWorks, helps us to digitise the communication between us and our customers. (Read more about SnapperWorks on the next page.)

Customer proximity is vital

We set up our own software department, Axelent Software, very early on to give us close proximity to our customers. This talented organisation develops modern tools that facilitate the onsite work at our customers' premises. We can also utilise the expertise that exists within our various companies to create a unique customer benefit.

Software collaboration within the Group

We strive to work cross border within our various Axelent companies so as to create synergies. For example, Axelent Software utilised the skills of Axelent Engineering to introduce a 3D feature, solid models and the ability to export STEP files in SnapperWorks. Another example is

X-Tray Calculator, software that Axelent Software developed in conjunction with Axelent Wire Tray. The Group's combined expertise is brought together in a unique offering from us.

Finally, I would like to wish everybody a delightful spring and an exciting 2016!

Mats Hilding, Managing Director, Axelent AB



Axelent Software

The art of making the complicated simple

There is a principle behind the SnapperWorks software. That which is designed in the program can be fitted in reality – and perhaps even more importantly, vice versa. SnapperWorks blocks combinations that cannot be built in order to avoid delivering the wrong parts.

Mats Jonsson, program developer at Axelent Software:

"At Axelent Software we work on software solutions for Axelent AB and the companies in the Axelent Group. With SnapperWorks we are quick out of the blocks when new products are being developed. The need to incorporate new products quickly in SnapperWorks is not the easiest task because a product's properties and applications are quite often changed during the development stage. For this reason we work in close harmony with Axelent's product developers."

Reality based software

"The best feature with SnapperWorks is that what you build on the screen can be built in reality. To bring order to an array of possible and impossible combinations we bombard the product developers with ideas and questions. If the truth be known they probably find us tiresome at times. This inquisitiveness is, however, necessary for us to plan properly and be able to deliver the correct parts. Working together in this way also enables us to detect possible risks and problems when incorporating new products into the program."

Several hundred users worldwide

"SnapperWorks has been developed continuously since 1997 into what is today an extremely user-friendly program. The drag and drop method makes the program very easy to learn. Today we have close to 500 licenced users worldwide."

5 quick answers

with Mats Jonsson



City or countryside?
Countryside

Workout or relax?
Relax

Eat out or at home?
Out

Favourite place?
All new places

Hidden talent?
I'm a dab hand at barbequing chilli-marinated chicken.

SnapperWorks tips



- Download the latest version: SnapperWorks Axelent 3.30b
- Queries relating to the program: sebastian.jiteg@axelent.se
- Use a sufficiently large screen when working with SnapperWorks, at least 1366x768 pixels, with width being the most important thing (minimum width of the screen resolution 1366 pixels).
- Does the program refuse to follow orders? SnapperWorks blocks combinations that cannot be built in reality.



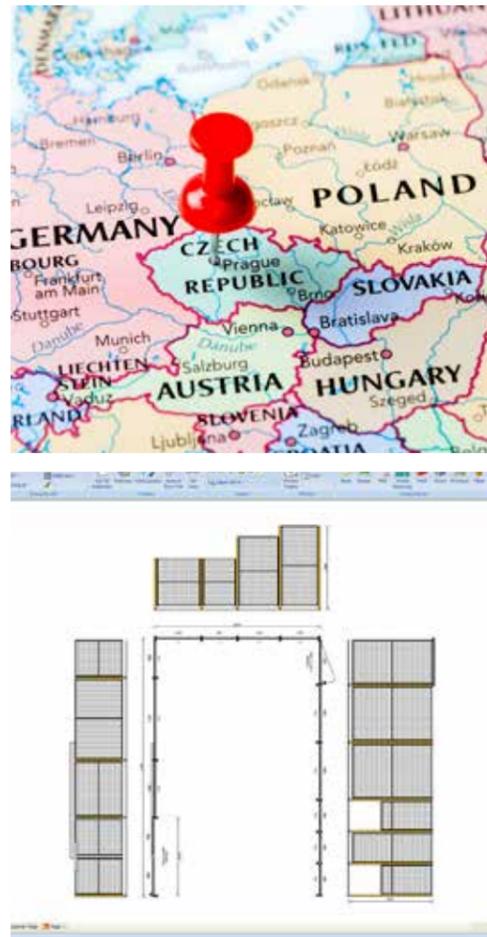
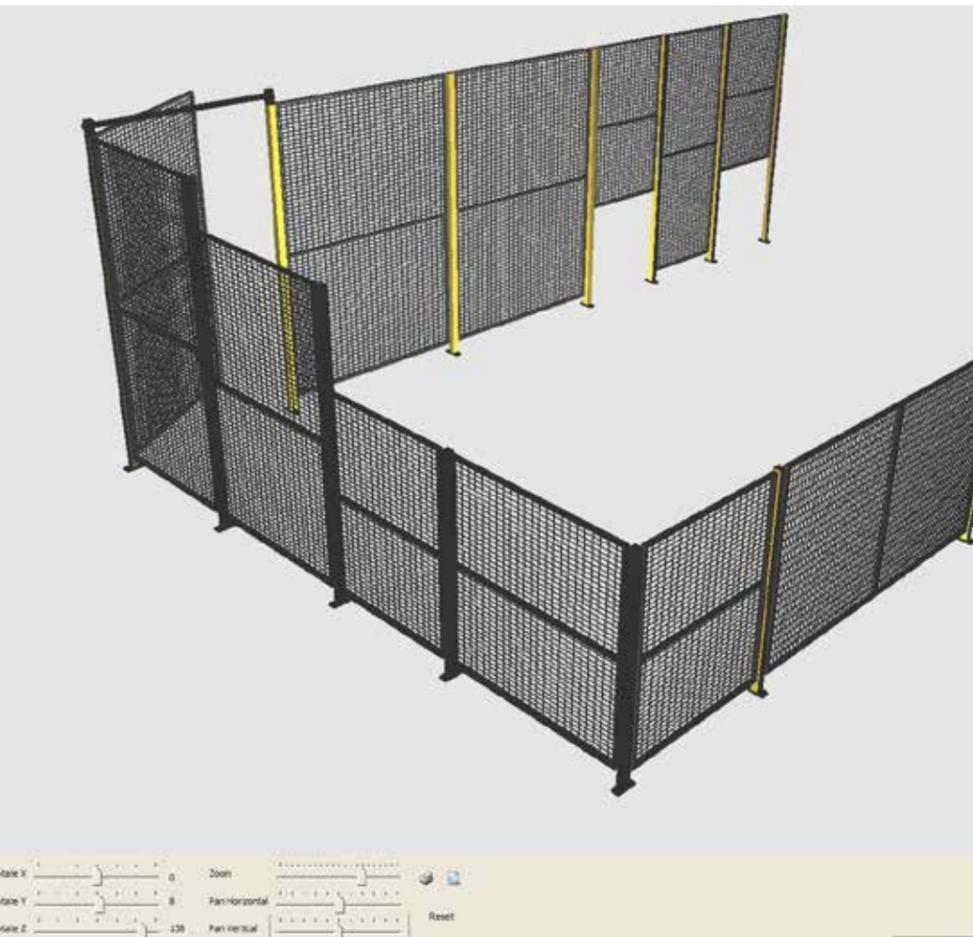
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In the Czech Republic and Slovakia more than 60 licensed users have discovered the advantages of SnapperWorks.



SnapperWorks is software that simplifies the daily tasks of many users around the world. In the Czech Republic and Slovakia alone there are more than 60 licensed customers who use SnapperWorks on a daily basis.



Ivo Bierhaus, Product Manager at Haberkorn Ulmer s.r.o.:

“SnapperWorks has many advantages, but what our customers particularly appreciate is the ease in which it allows you to draw safety fences. The programme is uncomplicated, user-friendly and timesaving.

When the drawing is ready it's easy to adapt the proposed machine guard in 3D format and export it as Step Files for further use in a CAD system.

To enable our customers to get started quickly with SnapperWorks we always offer them education and training of this program.”

When a blueprint is on the drawing board you can import a drawing of existing machines and then adapt the machine guard to the requisite norms and requirements.

**Ivo Bierhaus
Product Manager,
Haberkorn Ulmer**



LATEST NEWS

Congratulations Michaela Ahlberg to your seat on the board of DIRA.

Viby, Danmark, 2nd March 2016.
Michaela Ahlberg, seller at Axelent Denmark, became the first ever woman on the DIRA Board of Directors when she was elected as deputy member. Both DIRA (Danish Industrial Robot Association) and Axelent applaud this development.



The new Axelent Benelux sales organization in the Netherlands



From left to right: Jeroen Verhoeks, Stefan Grudelbach.

Dutch sales company, Axelent Netherlands B.V. in focus. We asked Stefan Grudelbach to tell us more.

Which products do you sell?

"We focus on machine safety and we are just about to expand our distribution centre where Dutch end users are our target audience."

How many employees does the company have?

"In partnership with Axelent Belgium, of which we are a subsidiary, we form Axelent Benelux. We have a total workforce of 14, two from us and 12 from Axelent Belgium."

Which industries do you target the most?

"We sell Axelent's machine guards to a number of industries, such as the engineering, packaging and robot industry, distribution and logistics (both manual and automated) and turnkey safety projects."

What are Axelent's strong points?

"Axelent's user-friendly, but incredibly smart, products give the company a strong market position. All the benefits and possibilities offered by our product enables us to offer a strong and broad range. When customers look at our products for the first time they are generally very impressed by the functionality of, above all, X-Guard, its mountings and how the product has been designed and developed. It's not until we tell them about the possibilities that they first understand that it's a complete system."

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

"I experience the benefits of being a part of the Axelent Benelux Group because I recently crossed over to the new sales company in the Netherlands. Having access to customer support, IT services and business systems feels very assuring. I feel like I'm part of the global Axelent family, an assurance and strength that helps me in my contact with our customers."

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

"Axelent has not only shown the world that Swedish companies are very stable with regard to production and development, but having production in Sweden as well gives us a strong image and cuts costs. The Swedish production facilitates make rapid deliveries possible to countries throughout Europe."

How does the future look?

"I see the future of Axelent as being generally positive. I think Axelent will continue to be a strong brand and eventually one of the leading global companies! The team spirit that we share with all Axelent's representatives around the world creates a very positive atmosphere."



Axelent Benelux

Stefan Grudelbach:

"Carl Becquet, CEO, founded Axelent Belgium in 2003, since when, thanks to a dedicated workforce and an excellent product portfolio, we have become market leader in Belgium within mesh walls. Axelent Belgium, with subsidiary Axelent Netherlands, has been wholly owned by Axelent AB since September 2015, and since November 2015 we have had a strong platform for the entire Benelux region (Belgium, Netherlands, Luxemburg) with a new sales organisation in the Netherlands. Only three months have passed but we are already more than satisfied!

While Axelent Belgium focuses on the existing market, we in the Netherlands are striving to increase our market shares.



We are full of confidence and energy to strengthen our brand.

The partnership between Belgium and the Netherlands is working really well.

Since Axelent AB came in as sole owner we've changed a few procedures. For us in the Netherlands it means starting from scratch. Axelent AB has supported us all the way. For example, it took only four days to get our new business system installed and up and running, so a big thank you to Andreas Hansen and Martina Ståhl from IT and Team Black!"

17-year-old Anna Seidel was the first German woman ever to win medals in a Short Track World Cup competition and has added the 1,000 metres bronze medal in the European Championships in Sochi and also in the Youth Olympic Games 2016 in Lillehammer, where she also had the honor to be the flag bearer of the German national team.

Short Track Speed Skating World Cup in Dresden

The first weekend in February saw the start of the Short Track World Cup in Dresden. Axelent GmbH not only sponsored Germany's greatest talent in Short Track, Anna Seidel, but was also official partner to the World Cup competition itself taking place in Dresden.

Harald Steidle, Managing Director, Axelent GmbH:

"Short Track is the perfect match for Axelent's core values. Speed, precision and safety are the key elements of success in this sport. Anna Seidel, of whom we are a proud sponsor, is helping the sport to become increasingly popular in Germany. It also gives us fantastic prime time TV coverage over the weekend!"

High tension in Short Track

"Short track is an amazingly spectacular Olympic sport. The athletes compete directly against each other on ice. There are 500, 1000 and 1500 metre heats as well 3000 and 5000 metre relays. Direct duels in speeds of up to 60 km an hour on the 111-metre long course makes for

a very exciting contest.

Dresden was a weekend full of fantastic contests and new records. Nearly every heat had Olympic heroes and world champions fighting for the medals."

German record

"Anna Seidel set a new German record with the relay team in the 3000 metres."



FRANCE

FRANCE

- 1 Conveyor line protection.
- 2 Double simultaneous opening doors.
- 3 Sliding door without rail.

X-labelled French vegetable

Vegetables can unite people. Discovering that the Bonduelle Group had operated in the French region of Aquitaine since 1978 was reason enough to start a joint venture under the name of Soléal. A historical association with the aim of maintaining, developing and strengthening the vegetable industry in South West France to better withstand international competition. BMI Axelent was given the task of providing machine safety.

Every year Soléal employs 210 permanent and 650 seasonal workers (June to October) who turn 12,000 hectares (roughly half of the agricultural area) into vegetable plots comprising of maize, beans and green peas.

Soléal has production plants in Landes Labenne and Bordères with a total capacity of 165,000 tons of tinned and frozen vegetables.

Safety in focus

All the processed vegetables are marketed by Bonduelle, a world leader in the vegetable industry. Bonduelle strives to create the very best health and safety conditions in the fields and at the production plants, as well as for the end consumer.

The company attaches great importance to safety, which now forms an integral part of its business strategy and an annual safety related investment policy.

The Safety Officer at Bonduelle:

"Our production line with 3 to 1 sterilisation is a very hazardous area. Following a risk analysis we decided it was simply our duty to replace it with a new safer line."

BMI Axelent met all our requirements

"We contacted BMI Axelent, who had previously installed X-Guard at lines 7 and 8 through one of our suppliers. The key thing for us was to bring safety in line with the safe distance norms as laid down in ISO13857, that the mesh was of the right size and we could solve the problem of machine guard height and operator admission to the risk zones."

Speed is crucial

"Our production lines run 24/7 during the maize and green bean season. When emergencies arise they have to be dealt with very quickly. The X-Guard system facilitates rapid freeing of the panels with an X-Key as the only tool required. For the same reason, all our doors are secured by Axelent X-Lock, which can always be opened but cannot be closed from the inside. One nice bonus that we ourselves discovered, was that since each panel can be adjusted between its two poles, we could easily adapt the machine guards to suit the sloping floor."



Bonduelle Group

Sales: €1,982m

Cultivated land: 128,000 hectares the world over

58 processing plants

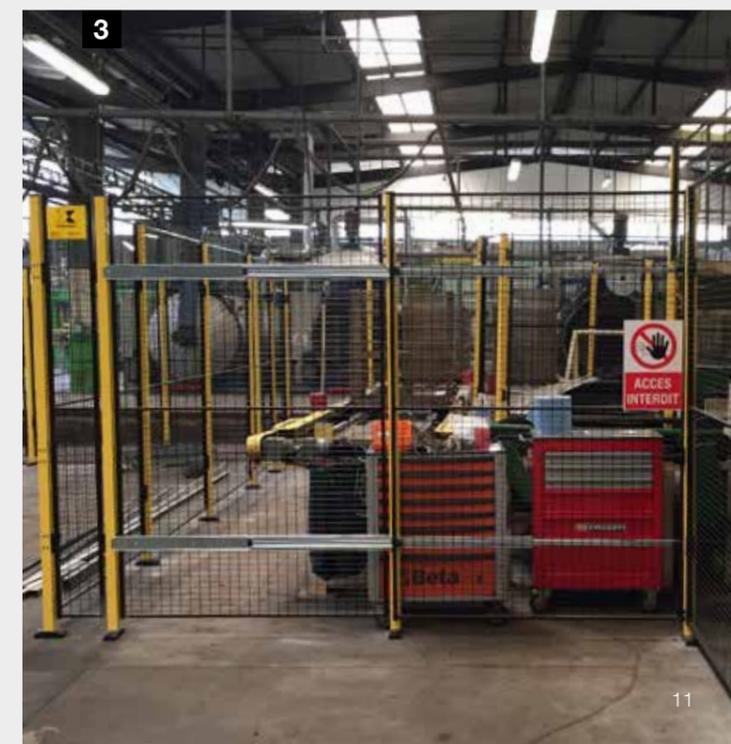
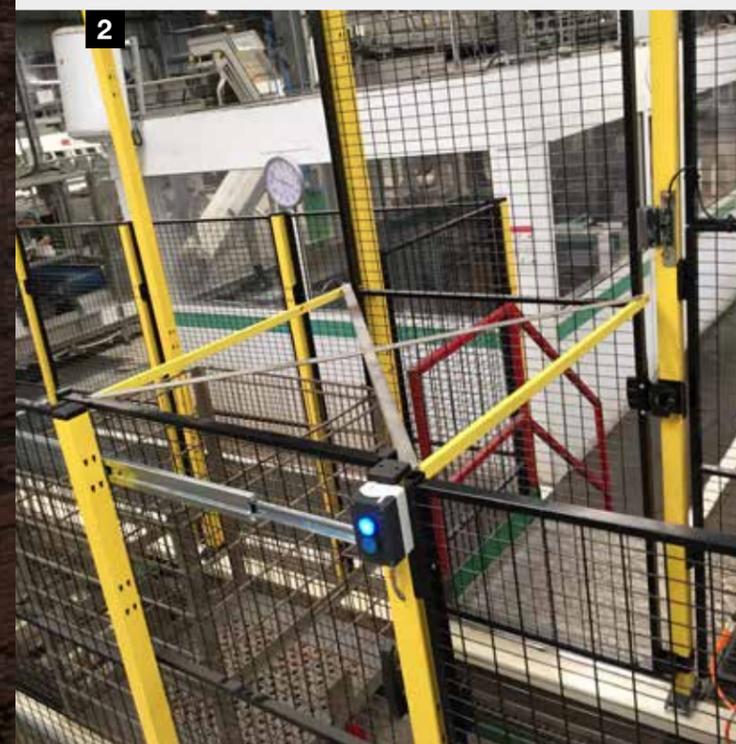
3,440 farmers

9,569 employees

500 vegetable varieties

4 techniques: canned, fresh, frozen and prepared food

» bonduelle.com



New in people at Axelent Ltd

Axelent Ltd is excited to announce a new sales representative to support the continued growth in the UK and Ireland. We also welcome the opportunity to grow with us at Axelent Ltd and proudly present our new sales office manager.

Jane Scarlett, Sales Executive in London and South East:



"I was a bit nervous to start with, as I knew nothing about guarding, my nervousness soon disappeared with everyone at Swindon making me feel so welcomed, giving me all the support and advice I need to become a successful sales representative for Axelent.

I know I still have much to learn and will face many challenges but with the support of the people around me I look forward to 2016 with great enthusiasm."

David Haley, Sales Office Manager:

"I began my career with Axelent in July of 2014 as a sales administrator. I joined during a time that Axelent Ltd was experiencing consecutive years of significant growth and I knew that there was an opportunity to learn and grow with the organization.

I have a great team here at Axelent Ltd who provided me with all of the support and advice I needed to

become a successful sales administrator.

With the continued growth of Axelent Ltd over the past several years it became clear that there was a requirement for a Sales Office Manager. I was ecstatic when Managing Director Marcel Darroch-Davies appointed me as the new Sales Office Manager in December of 2015. This has been an amazing journey with an amazing team and I look forward to continuing growth within our organization. I encourage everyone to work hard, stay positive, and good things will happen."



ENGLAND

ENGLAND

You'll find Axelent Ltd in Swindon, a large town in the South West of England. It is midway between Bristol, 56 km to the west and Reading, 56 km to the east. London is 114 km to the east. In the 2011 census, the population of the built-up area of Swindon was 185,609.



Visit us on **Stand No. 4598**
MACH 2016
11-15 April
 NEC • Birmingham UK
machexhibition.com

MACH is the biennial premier exhibition in the UK for advances in the manufacturing industry. The show incorporates all of the best innovations and developments from a huge range of manufacturing industries including energy, medical, and aerospace.

Axelent Ltd will be returning to MACH for the second time to showcase Axelent X-Guard and the Axelent X-tra range of products. Join us on April 11th to April 15 on Stand No. 4598 in hall 4.



Photo: Shutterstock

Customer case Norra Stranden, Hökerum Bygg



Lennart Svensson,
Purchaser, Hökerum Bygg AB

The Norra Stranden development in Ulricehamn has everything from cosy 2-roomed to spacious 4-roomed apartments. In the basement is its heart – Axelent's storeroom walls.

As specific demands were made on storage solutions, Hökerum turned to Axelent. Together we have fitted 64 apartment storage units.

Lennart Svensson, Purchaser, Hökerum Bygg AB:

"We were looking for a good supplier of storeroom walls and got in touch with Axelent immediately due to our long and successful business relationship. For this project we chose the F system for our 64 apartments. This system covers all the requirements put on us. The price is right too and we like the user-friendliness of Axelent's mesh wall solutions. Another plus is Axelent's fitting service, which we often use because they are quick and proficient. Excellent service is the company's hallmark. We always get great service and the people we have contact with are highly proficient."

Axelent specially chosen as Skanska's safety supplier

Axelent signs a contract with Skanska Asfalt & Betong AB. Skanska will be using the entire Axelent range, which means everything from machine guards and warehouse products to our four storeroom solutions. Customer Service, production staff, warehouse staff and fitters will do their utmost to serve our unique new customer to the best of their ability. We extend a warm welcome to Skanska!



From left to right:
Jari Mäkelä, purchaser, Skanska,
Jonas Gallneby, Axelent.

ABOUT SKANSKA

Skanska is a leading Swedish construction company.

The business is divided into four branches: Engineering and construction, housing schemes, commercial developments and infrastructure developments.

Skanska has a workforce of 11,000 in Sweden and 58,000 worldwide.

Skanska has a turnover of SEK 30.5 billion and 145 billion worldwide.

Axelent Wire Tray



Fire resistance testing, E90

- The test was carried out by IBMB (Institut für Baustoffe, Massivbau and Brandschutz) in Brauswig, Germany.
- The trays, brackets and cables were approved together.
- We have tested several batches of wire trays in combination with a variety of cables.



X-Tray passed the highest fire resistance test, E90

During a fire it is important that certain things maintain their functionality. Things like alarm systems, emergency lighting, sprinkler systems, smoke dampers that have to be opened and other things that could save lives during a fire.

It is always a good for wire trays to withstand a fire for as long as possible. The German DIN 4102-12 standard is used for testing this, a standard that is designed to test complete systems of wire trays, accessories and cables.

The test is carried out on a cable routing system, in our case X-Tray wire trays together with a previously approved cable. We chose to collaborate with Dätwyler and Nexans, who are among the leading cable manufacturers in the world.

The DIN standard has three approval classes: E30, E60, and E90. The standards correspond to the number of minutes a cable withstands a fire. X-Tray has managed all levels and is now E90 certified.

» Find out more about X-Tray at axelentwt.se



The cables are mounted in the wire trays and connected to the measuring device. The bracket distance is 1.2 metres and the load in the trays is 10 kg/m. To simulate the correct weight, chains are mounted along the side of the wire trays.



In the bottom of the oven are four large oil burners used to create the fire. The fire rages for 90 minutes, at the end of which the temperature reaches almost 1000° Celsius.



When a cable short-circuits (the breaker trips) it counts as eliminated. Because the cable was previously approved in another type of test it is now the wire tray's fire resistant properties that decide how long the cable will hold out.



The DIN standard has three approval classes E30, E60, and E90, which correspond to the number of minutes a cable survives a fire. X-Tray has managed all levels and is now E90 certified.

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ITALY

Axelent Italy is now wholly owned by Axelent

Axelent Tecnel was formed in 2012 but has been a wholly owned Axelent company by the name of Axelent Italy since 2015.

*From left to right:
Stefan Axelsson, Axelent AB
Renato Fossati, Axelent Tecnel*



JAPAN

Axelent is building an earthquake-resistant warehouse in Japan

In order to supply Japan with Axelent products quickly and smoothly, Axelent has built a warehouse in Chiba, near Tokyo. The first order will be delivered from the Japanese warehouse early May.

Some interesting facts about the warehouse:

The fixtures and fittings are Swedish and come from EAB. All the shelves and pallet spaces are designed to withstand earthquakes. Axelent's warehouse is on the 4th floor of a 6-storey warehouse building. Mount Fuji is visible from the window.

The picture shows the warehouse under construction.



SWEDEN

Known consignors of air freight

Since December 2015 Axelent AB and Axelent Wire Tray AB have been approved by the Swedish Transport Agency as known consignors of air freight. The known consignor concept is based on the known consignor taking certain safety measures in the handling of cargo / mail to be transported by air, which enables the freight to be handled under a simplified procedure by the freight carrier.



X-Guard + X-Tray = True

X-Tray wire trays can be fully integrated with Axelent's X-Guard machine guards. Together they are the optimum choice.

More and more people are discovering the benefits of our cable routing systems around their machinery plants and the possibility of procuring all the material from the same supplier. We have the brackets required for a simple and elegant installation. The black galvanized wire trays blend in well with the machine guards. This has been made possible by both products being developed and produced at the same plant.

More possibilities and less spillage

Besides the possibility to coordinate the purchases, it also greatly benefits the installer. We are now broadening our range and with it the possibilities. We have even redesigned the packaging for less spillage.

To find out more, please contact:
teamyellow@axelent.se
or teamblack@axelent.se





New X-Guard pamphlet now out!

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