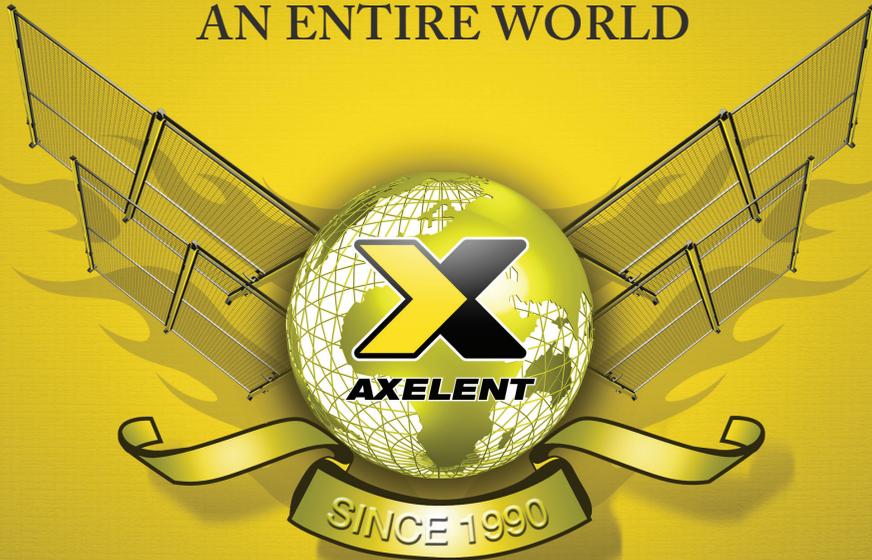


For those who believe in the Smålander

HOW AN X CAN CONQUER
AN ENTIRE WORLD



HILLERSTORP 2010

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HOW AN X CAN CONQUER AN ENTIRE WORLD

Once upon a time there was a company in Hillerstorp, Småland that manufactured mesh wall systems. But they were not the only ones. All were proficient in their own way, but the product was basically the same from one company to the next. This made customers unsure of which manufacturer to choose and why. More often than not they chose the cheapest alternative. The company in Hillerstorp knew this was unsustainable in the long-term. If everything just hinged on a low price then everyone would have to work harder and earn less while looking over their shoulder in fear of another supplier overtaking them on the cheap inside lane. This crass reality was something the company in this story wanted no part of.

But how should they go about it? As they were true entrepreneurs they didn't want to just bide their time. They wanted to create something special, a company that

would grow stronger and stronger. Perhaps even become world-renowned.

Because they loved mesh walls and knew exactly how to make them, other types of products didn't come into the equation.

"There must be another way of getting customers to choose our company above all others."

While pondering over the problem they naturally carried on producing and delivering mesh walls. Not only in Sweden, they also had customers in Germany and France. At a meeting convened by the owners to discuss ways of making the company "unforgettable", another problem arose, namely, how to transport a number of machine guards to Germany. It was not only urgent but acute. The customer's large and very expensive machine had been delivered but they couldn't use it until the machine guard was in place. The German company lost enormous amounts for every minute that the machine stood idle.

You would have thought they'd have considered machine guards at an earlier stage. In theory perhaps. But not in reality, just like so many other things. Usually you don't get a general idea of the layout of the guards until the machines are in place.

"We'll have to send it by air freight!"

"But that would cost around 10,000 Swedish crowns for a product costing just a couple of thousand. We'd better call and check with the customer."

Five minutes later:

“If we can deliver the guard today then they’re more than willing to pay the 10,000 to get the mesh walls down there. The machine can’t stand idle any longer!”

If the company in this story had not been run by entrepreneurs who see business opportunities around every corner, the above scenario would have been long forgotten. This story would then have had another ending. It might even have ended right here.

But on this afternoon something big happened. The Axelent brand was born.

“If our customer in Germany needs their machine guard as quickly as possible and is willing to pay to get it delivered the same day, there must be others out there who reason the same way.”

This was a wise thought and the great journey had begun.

One thing that Axelent has always been reknowned for is to never “chicken out” or be happy to come second. “Anything worth doing is worth doing well!”

This was the day that the company stopped selling mesh walls and began selling rapidly delivered, top quality mesh walls; because they knew that the customer was willing to pay extra.

No sooner said than done. The logo was changed to an X made up of two arrows to illustrate speedy delivery.

Unlike other players on the market, the company began storing its own products to enable rapid delivery. As mesh walls are seldom customer-specific, a broad standard range could be offered.

To ensure that customers understood that we meant business, a pledge was made at trade fairs, in brochures, on the website and by the sales team out in the field: *We give you an offer including a drawing within four hours. Queries received in the evening or at night are dealt with by 11am the following day. Orders received before 2pm are shipped the same day..*

But Axelent wanted to do more to provide customer added value the whole way. Special pallets were fabricated to enable the delivery of mesh walls in standing position. Odd that nobody had considered this before; so much faster and smoother. They could now pick wall after wall.

But being quickest in this sector required more than just a couple of pickers running from wall to wall

so the entire workforce was schooled in the value of acting swiftly.

There was also another crucial factor that came to play a significant role in developing the Axelent brand. Axelent could manufacture mesh walls from tubing and mesh, but lacquering and getting the material and components on time and then the finished products to the customer required a complete network of suppliers. What

was the “ultimate supplier” exactly? Well, a supplier who understood that swiftness could actually be the difference between success and failure.

Even life and death, without putting too fine a point on it. Suppliers who were swift and flexible and who could quickly adapt to the day-to-day demands. Suppliers who understood that Axelent was something extra special, a company that offered the chance of being part of an exciting journey. All over the world even.

No sooner said than done.

Axelent grew. They invested in more efficient machinery, employed more workers and developed new markets. They beat one record after the other.

This is such a fantastic story that it’s almost impossible to believe. Writing is one thing. Carrying it through quite another.

But in this case every word is true. And the story is ours.

Today Axelent’s products can be found in 50 countries throughout the world. Our expertise and approach has broadened and we are no longer just a player on a market that supplies mesh walls at the blink of an eye. We sell an all-inclusive concept within machine safety, a concept that, without wanting to beat our own drum, we are probably unique in offering. We are market leader within many sectors and our vision is to become the largest global player in machine guards. The only thing that hasn’t changed is that we are still located in Hillestorp, where we still feel very much

at home.

With this we would like to show that Sweden is a competitive country, extremely skilled in producing and giving the customer what they need, when they need it. But you don't become world leader if you don't deliver what you promise, stay on the cutting edge and ensure that you become even more proficient. Axelent therefore puts great emphasis on renewing and improving products and expertise in the sectors in which we are active. Our staff receives continuous training and we "demand" that those who sell our products out in the world visit Hillerstorp to get a feel of just what the Axelent spirit entails.

The reason we're telling our story to you in this way is that we want to explain what has made Axelent the company it is today. It hasn't happened by slump but is the result of hard work and consistency at all levels.

If you have managed to read this far, and perhaps even found it rather entertaining, then you not only believe in Småland entrepreneurship but probably also in Axelent, which pleases us to no end. Thanks for giving us your time.

We now travel on.

Greetings from us at Axelent AB



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