

# XNEWS



No. 4 · 2017

**Axelent**, Machine Safety, Warehouse Partitioning, Cable Routing Systems  
**Axelent Engineering**, Automation, PLM & Design · **Axelent Software**, Software solutions





# Made in Hillerstorp. Born Global.

For those of you interested in Chinese astrology, 2017 is the Year of the Rooster. It is said to be the year of sharpness, diligence and determination. Something that has really rung true during the course of the year.



I seem to be repeating what Axelent's CEO Max Hilding wrote in the last issue under the heading 'you reap what you sow'. Since then we have beaten the sales record yet again and I have to pinch myself on the arm. 2017 has certainly been a fantastic year!

## Strong growth in the Axelent Group

In Hillerstorp we have built a new production area, a sports hall and have invested in a new high performance machine, the X-Line 4. I see the same growth in several companies in the Axelent Group. Axelent Germany has moved to larger premises, Spain has refurbished their premises, France is expanding, Belgium has moved to larger premises and Australia is building a new larger warehouse. Overall, growth is strong. Not only in Hillerstorp but throughout the

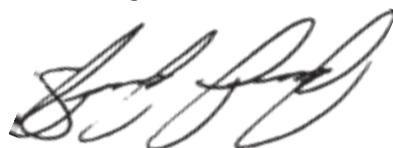
Axelent world, as witnessed in most of the articles in this issue of X-News.

## New year, new opportunities

We will soon be leaving 2017 behind us to face the challenges of 2018. I can promise you now that you will see Axelent from a whole new perspective, but that is all I can say at the moment.

In conclusion, I would like to wish you all a Merry Christmas and a Happy and Prosperous New Year.

PS. 2018 is the Year of the Dog. A year when it will be favourable to sign important contracts and enter into partnership with somebody. So we look forward to continued growth.



**Stefan Axelsson**, Exportchef, Axelent AB

**New!**



## Axelent X-Guard®

Welcome to a safe world



## X-Guard® Technical

Technical information

Version  
1.0



## New! Axelent X-Guard x 2

This autumn 2017 we are launching a new X-Guard brochure. It will now consist of two brochures, one technical and one directed at marketing. The brochures will be available in 17 languages.

Contact [inhouse@axelent.se](mailto:inhouse@axelent.se) for further details.



## Daniels tips!

# X-Tray for X-Guard. Neat and flexible in a sleek shade of black.

A while back, Axelent came out with an X-Tray range specially designed to match the X-Guard machine guard.

Daniel recommends the black X-Tray range and the new bracket solution. The brackets are mounted on top of the X-Guard poles and are able to support larger wire trays of up to 42 cm in width.

This bracket solution holds the cables away from the mesh panels and gives a neat finish along the top of the machine guard.

This assembly also offers the most flexible solution for several doors and sliding doors because they all follow the same height.



Kevin

Andy



## FACTS | AXELENT USA

Axelent USA focuses on machine safety (X-Guard) with associated X-Tray products. North America is the primary market, but orders to Central and South America also occur. Developments during the year have been fantastic.

### Workforce

9 employees at present with plans to employ more people

### Operations in

Chicago



# Full pot for team Axelent USA

On Saturday September 16, the staff at Axelent's USA office had to set their alarm clocks early. At 6 am the next morning they gathered at Belmont Harbour for a team activity on Lake Michigan fishing for rainbow trout. Six hours later they had filled their catch quota after a fantastic time on the lake in temperatures of up to 30 degrees. The day ended with a lovely fish barbeque. A truly magical day!



**Axelent Born Global**



*Postcard  
from  
England*

# New MD and strong wind in their sails

Swindon is a town with history. According to the Domesday Book, completed in 1086 by order of King William the Conqueror, the name Swindon stems from the old English words for pig (swine) and hill (dun), meaning “pig hill”. Several famous brands have plants in Swindon, e.g. Honda, BMW/Mini, Intel and Patheon. Previous MD, Marcel Darroch-Davies, has started a new career as European Sales Manager within the Axelent Group. New MD, Stefan Berg, tells us more about Axelent Ltd.



## **Stefan, welcome to Axelent Ltd. Can you tell us a bit about yourself?**

“I was MD for an international warehouse furnishings company for close on 20 years. Russia and eastern Europe were parts of my previous export market.”

## **Which industries do you target the most?**

“We mainly focus on end users of machine guards, so naturally many of our customers operate in the automation and industrial sector. We do, however, have a number of customers in warehousing and logistics.”

## **What products do you sell?**

“As I mentioned before, Axelent Ltd focuses on machine guards, so X-Guard with the X-Tray range are in-demand products. On the warehouse side, X-Store and SafeStore dominate.”

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

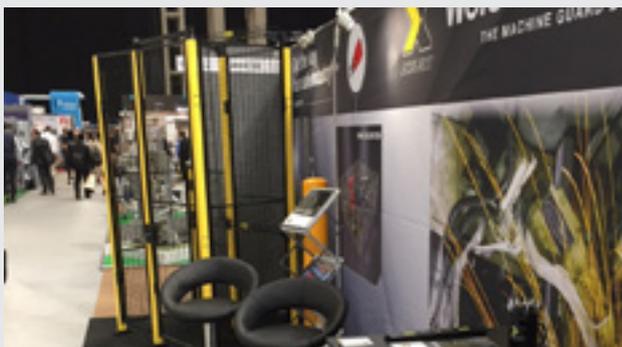
“At present we are 13, including three sales reps who work from home and two assemblers.”

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

“Our product range in combination with our speedy deliveries sets us apart. Add cutting-edge expertise in machine safety and you have Axelent's strengths in a nutshell.”

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

“Personally, I think it's a strength being part of a company with a strong focus on development and enterprise. It's positive being part of a company that's always looking to improve.”



## **PPMA Show for the fifth time**

In September, Axelent Ltd exhibited at the PPMA Total Show for the fifth time at the Birmingham NEC. Axelent's complete product range was discussed, with the new X-It lock coming under the spotlight. Axelent Ltd would like to thank everybody who visited their stand during the three days. We have already booked our stand for PPMA 2018.



From left to right: Stefan, Victor, John, David, Hayley, Dawn, Thomas, Damian, Barry och Barry.

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

“In the UK, Swedish products are generally looked upon as being of good quality and design.”

### How does the future look?

“I’ve only been in the job just under a month so I’ve not really formed an opinion yet. The UK is a significant market in Europe and my vision is to make it a key market for Axelent. It’s a vision I share with former CEO Marcel-Darroch-Davis who has done a fantastic job. I hope to carry the baton all the way over the finishing line.”



### Premier at Robotics & Automation

A whole new exhibition, Robotics & Automation, saw the light of day in Coventry. Axelent Ltd attended and displayed X-Guard and X-tray. The exhibition was a great success and Axelent Ltd would like to thank everybody who visited their stand. We have already booked our stand for Robotics & Automation 2018.



Renewed heavyweight certification

# X-Guard awarded the German DGUV Test mark for the second time

The certification is a symbol of safety and security. Test and certification body, Berufsgenossenschaft, has been issuing their own certification mark, the DGUV Test mark, since 1984. Certification can be awarded to complete production and work equipment, parts and ancillary equipment.

To be awarded a DGUV certification mark a product must undergo extensive type testing. The tests determine whether the product fulfils the health and safety requirements. A key part of the certification programme is product inspection, which ensures that the brand is not abused.

The right to use DGUV certification is valid for only five years. It can be renewed as long as the product continues to fulfil the safety requirements.



**Harald Steidle, Managing Director, Axelent GmbH:**

“X-Guard Classic has been awarded DGUV certification yet again. This is great news for Axelent and further confirmation that X-Guard is one of the best machine guard systems on the market.”

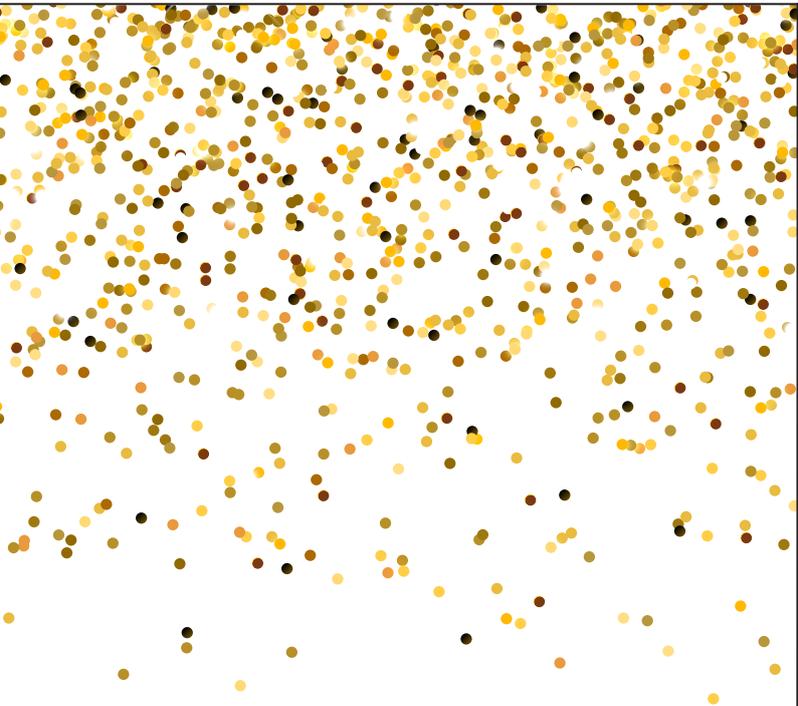


## Motek in Stuttgart October 9-12

Axelent GmbH exhibited on home turf and shone the spotlight on X-Tray for X-Guard. The wire trays were displayed in a variety of ways to show their flexibility for all types of cable mounting.

Motek ended with a very popular guest. Axelent GmbH sponsors the TVB 1898 Stuttgart handball club. Goalkeeper Johannes “Jogi” Bitter, 2007 World Champion with the German team, visited the stand to sign autographs and pose for photographs. The picture on the right shows Jogi in the middle flanked by Team Axelent GmbH.





## Svens tips!

### Adjustable infill to X-Guard Classic

Axelent introduces a smoother way to cover 'odd' gaps! Our adjustable infill piece covers gaps between 40 and 145 mm, offering greater flexibility. The 100 mm interval between our panels means less cutting of panels when an 'odd' gap needs to be filled.

A stock item in Ral 9011, but other colours are available on request.

#### Adjustable infill, 40-145 mm

**T05-3-13015** H:1300 mm complete, Ral 9011.

**T05-3-19015** H:1900 mm complete, Ral 9011.

**T05-3-22015** H:2200 mm complete, Ral 9011.





# Heroic deeds take place here every day

Just about every month, new Axelent records are set for the number of orders and panels produced. Truck logistics have increased by 40% and the number of employees by 10%. Since August. This puts great demands on Team Warehouse.



**Thomas Gunnarsson, Warehouse Manager, Axelent AB:**

“Warehouse workers are a vital cog in Axelent AB. This is where we pack all the orders that are dispatched all over the world.

To keep an eye on everything, we maintain close contact with customer service, production plant, painting workshop and freight carriers.

We have record amounts to do and at the moment we are 20% ahead of our targets. This means we do heroic deeds

at Team Warehouse every day despite having taken on four new employees in August.”

## **New routines for improving efficiency**

“We’re working full out in logistics with very little room for error. This has made us think carefully and we have created two new jobs to streamline our work. Two team leaders now keep an eye on work flows during both day and night shifts. We’ve even changed the working hours on shifts to further improve efficiency.

As well as these concrete measures, we also pack orders according to a new priority matrix.”



## DANIEL TRAN

Team Leader, night shift

As a team leader on the night shift I'm responsible for the staff and for handing over to the day shift. I ensure that my team's work makes things easier for the coming shifts. I'm also part of the team and help to pick orders when needed.

## 5 QUICKIES

**City or countryside?**  
City.

**Activity or relaxation?**  
Relaxation.

**Eat out or at home?**  
Out.

**Favourite place?**  
Bed.

**Hidden talent?**  
I'm a tired person who gets an amazing amount done.



## EMIL RASK

Team Leader, day shift

As a team leader on the day shift I keep a check on outstanding orders. I provide information to carriers, coach co-workers and act as a go-between between customer service and order picking. If I get time over I help out with picking and preparing orders.

## 5 QUICKIES

**City or countryside?**  
Countryside.

**Activity or relaxation?**  
Activity.

**Eat out or at home?**  
At home.

**Favourite place?**  
Hyde Park, London.

**Hidden talent?**  
I'm an information nerd and I love to fill my head with things that I find cool.

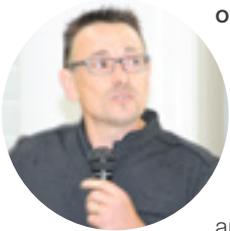




## BMI Axelent expanding

# Increased storage capacity to meet customer demand

BMI Axelent is located in Saint Romain de Colbosc, a small town near Le Havre on the Normandy coast. Le Havre is the largest port in France, handling 100 million tonnes of freight a year. This puts BMI Axelent right in the centre of things.



**Christian Souabe, Managing Director of BMI-Axelent, France:**

“Our current storage facility of 900 square metres is no longer sufficient so we’re expanding it by a further 600 square metres. This will give us a total storage capacity of 1,500 square metres and bolster our market position regarding rapid deliveries.

Construction began in September 2017 and will be completed in December.”

### Strong growth and a great demand

“Our expansion is the result of strong growth in combination with a great demand for our stock items. The increased storage space will improve delivery times for small orders of stock items. It will also bolster the organisation with the addition of a new team member who will be in charge of order preparation. We’re looking forward to a bright future.”



# Axelent Spain growing at rocket speed

Axelent Spain, S.A.U., is enjoying a very positive upward trend and has strengthened the team with David and Josep. Welcome!

## 5 QUICKIES

**City or countryside?**

Both. The city for what it has to offer and the countryside for the peace and tranquillity.

**Activity or relaxation?**

Activity.

**Eat out or at home?**

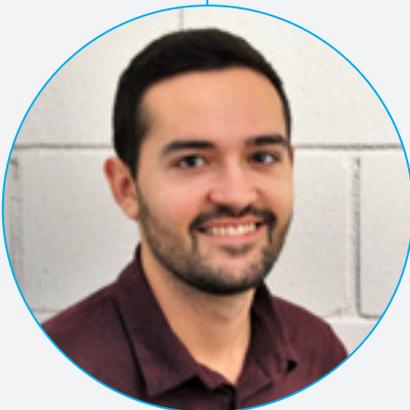
If I could afford to eat out every day I would because the food in a good restaurant is far superior to anything I could knock up.

**Favourite place?**

Teide, the volcano on Tenerife, the island where I was born and raised.

**Hidden talent?**

I'm an expert at searching for information, whether it concerns the internet, books or networks.



## DAVID CHINEA

### Technical Office

David is a graduate engineer with a broad focus on design, mathematics, economics and statistics. He has a deep knowledge of the English language, having lived and studied in Ireland and England.



#### 5 QUICKIES

**City or countryside?**  
Countryside, definitely.

**Activity or relaxation?**  
Activity.

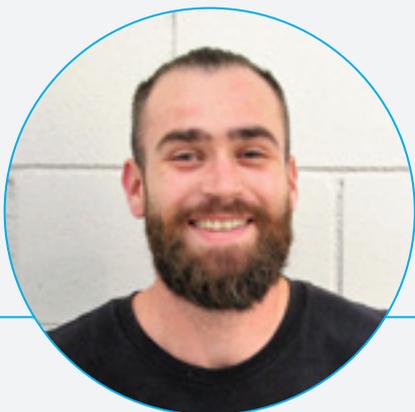
**Eat out or at home?**  
Eat out.

**Favourite place?**  
The beach.

**Hidden talent?**  
I'm a good fortune teller.

JOSEP  
**MARTÍNEZ**

Warehouse Assembler



## Trade shows



### Repeated success at the show in Madrid

Logistics & Distribution in Madrid hit record heights last year with its 11,500 visitors and 400+ exhibitors. This trend continued on November 7-8, 2017.



**Mayka Amela, Marketing, Axelent Spain:**

"I believe that was the fourth or fifth time we've exhibited at the Logistics & Distribution show in Madrid. It was an excellent show for us and we think we may have set a new visitor record at our well-placed stand.

We displayed the complete Axelent range; X-Guard, X-Tray, SafeStore and X-Store. Also on show was the new post with press buttons, which attracted a good deal of interest."





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