



**Deviations point the way to improvements**

**QUALITY IS THE KEY TO SUCCESS**



# A deviation could point the way to an improvement

Quality is almost to be considered as a hygiene factor nowadays. Something we take for granted. Axelent’s challenge lies in living up to our core values (speed, service, safety and smart solutions) while maintaining our quality pledge. We pursue this challenge every day and we have created a special quality team with the task of turning deviations into success factors.

Basically this means the right thing will be delivered at the right time. Axelent’s goal is to get as close to 100% as possible, and we are nearly there (we’re talking fractions).

### Team with a focus on quality

In order to follow up on deviations, Axelent has put together a quality team comprising of the MD and managers from Purchasing, Customer Service, Product Development and Storage and Production. We meet twice a month to discuss possible problems and deviations. We see deviations as a possibility to improve, so therefore act quickly.

### Quality requires participation

The work of the quality team is presented as a goals feedback in monthly quality reports. These are put onto the intranet and are available to the entire organisation, including subsidiaries and sales organisations. Quality work is not only about the quality of the products but the approach that runs like a golden thread through Axelent, from customer service, storage and production to logistics. We manage the entire chain from purchasing to the final destination. It is up to us to choose the right carrier and the right packaging to ensure that Axelent products

arrive at the time promised, that the consignment contains the Axelent products as ordered and that they are all in one piece. Quality at every step is the key to success.

*I wish you all a brilliant autumn.*

Mats Hilding, MD, Axelent AB



# A book that makes Axelent better



Many companies have an operations manual. For some it just fills a space on the book shelf, but for Axelent it is an improvement manual. If quality were a religion then the operations manual would be its bible.

### **Lars Sahlström, owner of Sahlström Kvalitet & Miljö:**

“I’ve worked together with Axelent on their quality issues for 15 years. They’ve worked diligently and are now at the forefront of these types of issues. Together with Axelent’s Jim Sundgren, I conduct internal reviews roughly six times a year. Our tasks include ensuring that the procedures are followed and that the staff in question are aware of the procedures. We also identify any improvement opportunities we may stumble across.”

### **Jim Sundgren, Purchasing / Quality:**

“Quality is all about teamwork. Everybody and everything is coordinated to run as smoothly as possible. Everybody and everything undergoes quality evaluation. Our staff, our manufacturing methods and our products, but also our suppliers. We conduct follow-up evaluations on many of our suppliers. Sometimes quarterly, occasionally once to twice a year. In addition, they receive a monthly quality report in which their product and delivery reliability is presented and assessed.”

### **Teamwork that cements Axelent’s core values**

“As soon as a supplier shipment arrives at Axelent, an acceptance inspection is carried out in which we measure and check the control points of the item(s) delivered.

We do this to avoid sending on faulty items and orders ourselves.

Our long-term aim is for our suppliers to become Axelent-certified in different categories and participate (even) more in our activities.”

### **Not just speedy but correct**

“One of Axelent’s main hallmarks is speed. Once the order arrives at customer service it all happens at a rapid pace, but speed is pointless if the order is faulty. Our Operational Manual containing our quality standards is the reference book. But it is anything but static. Every deviation on the way goes into the manual. Or, as we choose to see it, improves it.



**Jim Sundgren**  
Purchasing/Quality

Hang on Hangers

# The clothes hanger that changes lives



**Imagine a clothes hanger draped in cloth** that stops the garments from falling off. And imagine it as a beautiful piece of furniture as well. Annika Jonasson did just that. Already being engaged in a number of charity schemes in the slum district of Bangkok, she had a brilliant idea. Why not give the penniless women and people with special needs the opportunity to produce these hangers for a fair wage in an environment that inspires hope and confidence?

This was the beginning of Hang on Hangers in its present form, that of a Fair Trade charity. The revenues go almost exclusively to the women in the project. Some have disabled children and the profits cover their daily needs such as food, healthcare, dental treatment and school fees. Hang on Hanger also supports other charities working in the Bangkok slums.

## **Steel hangers draped in soft cloth**

Annika Jonasson: "Our business concept is to drape sustainable clothes hangers in beautiful cloth. At present the hangers come in two sizes, child size and adult size.

Some popular patterns return year after year, but we are constantly renewing and creating new collections. Our aim is to stay at the forefront of current trends."

## **Hangers with an X Factor**

Axelent AB is expecting great things. At the time of writing, two hundred sets of three adult hangers in each set are making their way to Axelent.

The hangers are wrapped in Axelent's colours and will brighten up plenty of wardrobes around the world.





### Hang on Hangers

Hang on Hangers was founded in 2010 by Annika Jonasson and currently employs around 20 women in the Klong Toey slum in Bangkok, Thailand. Many of these women have no other way of providing for themselves and the aim is to give them and other people with special needs the opportunity to work in a secure environment.



# New garment collection is here

In this number of X-News we will be talking about quality. It runs like a golden thread through everything that Axellent does and we naturally want to make it visible in our production and storage activities as well. [Made in Hillerstorp](#) – [Born global](#).





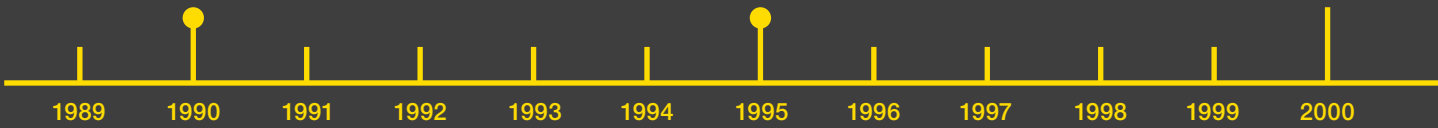




AXELENT



HABERKORN ULMER



**Axelent 25 years, Axelent Engineering 10 years.** That has to be celebrated! On Saturday the 29th of August 2015 the company invited employees and their families to an anniversary celebration.

**Venue:** Axelent. **Master of Ceremonies:** local TV celebrity Patrik Budda Andersson.

**Entertainment:** popular comedian Thomas Petersson.

It was a very pleasant and jolly family celebration, where even the kids got their very own party area with lots of activities, babysitting included.



1



2



3



4

**1** From left to right: Patrik Budda Andersson, Master of Ceremonies, Stefan Axelsson, Marketing Manager & owner, Mats Hilding, MD & owner, Johan Axelsson, Product Development & owner **2** Comedian Thomas Petersson  
**3** Lars Axelsson, Financial Manager with wife **4** Patrik Budda Andersson, Master of Ceremonies, interviews Emma Johnsson from Customer Support





## AXELENT ENGINEERING



**Haberkorn Ulmer 20 years.** In February 2015, Czech company, Haberkorn, invited their staff to a tremendous anniversary party.

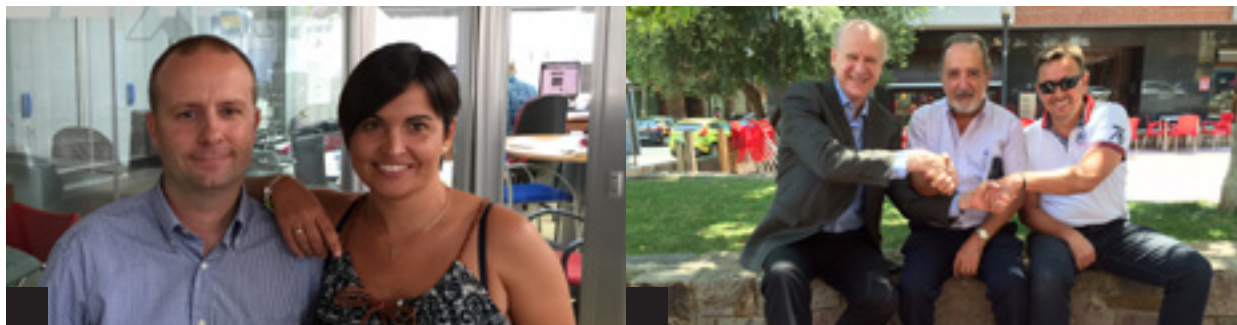
**Venue:** Cultural Centre, Opava. **Master of Ceremonies:** Katka Wanke and TV celebrity Roman Pastorek. **Entertainment:** Local bands Dol Bend and NabooBand.

The 20th anniversary was celebrated in grandiose style with good food and rousing entertainment. Also in attendance was the Austrian Board of Directors of Haberkorn.



5 Large photo: Employees together with the Austrian Board of Directors 6 Dol Bend





# Axelent Spain is now 100% owned by Axelent

In 2008, Axelent Spain became a partially owned subsidiary of Axelent AB. It became a wholly owned subsidiary in 2015. We asked Erica Bengtsson, MD, Axelent Spain, some questions.

## What products do you sell?

“Our core business is accident prevention which makes Axelent X-Guard Classic and Lite our biggest sellers. During the last year we’ve had an increased demand for warehouse partitioning products, e.g. SafeStore and X-Store.”

## How many employees does the company have?

“Increased demand for our services has led to new staff recruitment this year. We are now 11 in total.”

## Which industries do you supply?

“We supply several industries, but mainly the machinery, robotic, automation production and automotive industries.”

## What are Axelent’s strongest points?

“Axelent has a strong Design and R&D department where they always strive to stay at the forefront of developments. This results in a range of innovative and prime quality products that always put customer at first.”

## What are the benefits of being part of the Axelent Group?

“Being part of the Group is a sign of quality and professionalism. With 25 years of experience in machine guarding and with various brands within the Group, it will help us grow in all countries. We receive solid support from head office where excellent professionals come up with ultimate solutions for partners and customers.”

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

“It’s a known fact that Made in Sweden is a sign of quality. For us it’s a sales advantage when presenting Axelent products and when adding that production also takes place in Sweden it gives us the best recipe for being successful on the market.”

## How do you view the future?

“Our goal is to grow in the market together with Axelent. Providing excellent solutions and speedy customer service makes us a reliable partner for our customers. The support from Axelent Sweden along with improved communication and collaboration between us will enable us to establish the Axelent brand further in Spain and Portugal.”



# SPAIN



- « 1 New employees at Axelent Spain.  
From left to right: Eric Plana, Technical Office and Elena Cervera,  
Marketing and Sales Support.
- « 2 Acquisition of Axelent Spain.  
From left to right: Mats Hilding, MD Axelent AB, Xavier Arranz, former MD of  
Axelent Spain, Christian Souabe, MD BMI Axelent.

Large photo: Barcelona by night







# Axelent venues

## Fairs worldwide



**METAL MADRID 2015** | 4/11/15–5/11/15

Madrid, Spain

**Stand: G16, Hall 6**

**LOGISTICS 2015** | 18/11/15–19/11/15

Madrid, Spain

**Stand: C18, Hall 4**

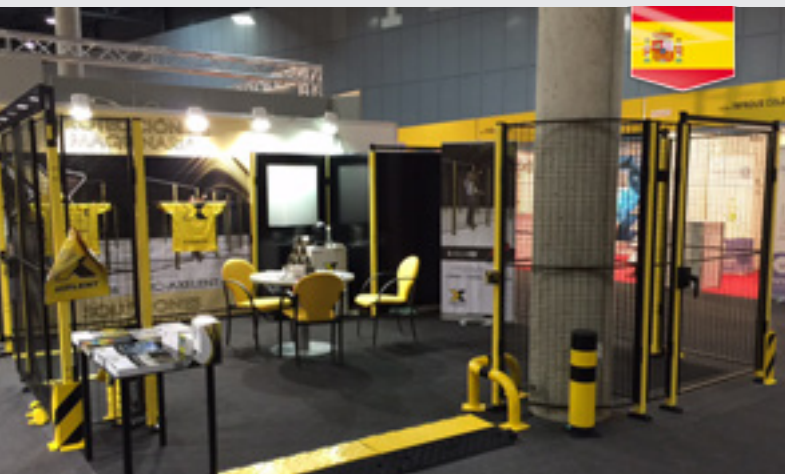
As well as the above-mentioned, Axelent Spain has successfully taken part in two leading fairs: Hispack (Barcelona) and Subcontratación (Bilbao).



FIMM, Lima (Peru) 13–16 August. Kuka uses X-Guard® at their stand. The combination of Kuka and Axelent was showed for the very first time in Peru.



MSV, Brno (Czech Republic) 14–18 September. As well as their stand, Haberkorn Ulmer also had a demonstration car outside the exhibition hall.



Hispack, Barcelona (Spain) 21–24 April. Axelent Spain attended successfully.

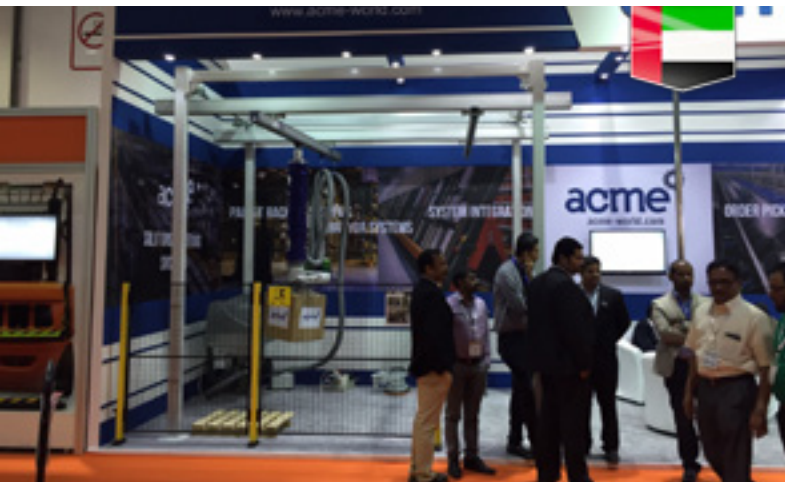


Subcontratación, Bilbao (Spain) 23–26 May. Axelent Spain was there.





A sketch of the Axelent stand for Motek fair 2015



Materials Handling, Dubai (United Arab Emirates) 14–16 September. Axelent X-Guard® at Acme's stand.



HI Expo, Herring (Denmark) 22–24 September. Axelent in place.



PPMA, Birmingham (UK) 29 September – 1 October. Axelent LTD attended for the fourth time.



Motek, Stuttgart (Germany) 5–8 October. Axelent GmbH set as usual on the world's leading trade fair.

# Axelent Wire Tray

# It's all change at Axelent Wire Tray



Axelent Wire Tray AB develops, manufactures and markets a cable management system based on wire trays with fittings, brackets and accessories under the X-Tray® brand. A new strategy has been drawn up to increase the number of market shares with new tools being designed with this in mind. New website (swedish), new company and product presentation and a new video were launched during October 2015.



**ELMÄSSAN 2015 | 14/10/15–15/10/15**  
 Kistamässan Expo Centre, Stockholm, Sweden  
**Stand: A10**

Axelent Wire Tray is a new player on the Swedish market and is exhibiting at the Elmässan electrical engineering show for the first time. The entire X-Tray range will be on display with smart cable management solutions.





## Mikael Allerslev

**Mikael Allerslev, Sales Manager Sweden at Axelent Wire Tray from April 2015:**

"I was born and raised in Alvesta but have lived in a seaside town called Tocken (Blekinge County) since 2011. I'm married to Ann-Sofi and we have two children, Niclas and Patric, and two grandchildren, Noah and Melvin. I've worked in the electrical industry for almost 30 years, first as an electrician then mostly in sales."

### **Did you know anything about Axelent and the Group's products?**

"I knew about Axelent but not Axelent Wire Tray, it was completely unknown to me that they manufactured wire trays. Now that I've got to know them better I realise that it's a modern and innovative company."

### **How do you see the challenges in your new role at Axelent Wire Tray?**

"The greatest challenge lies in achieving the goal of putting AWT among the largest players on the market, an enormous challenge considering what the market looks like and how it functions today. It's a kind of David and Goliath situation. We meet well-established companies backed up by large sales organisations that scour the market. One thing that really gets my adrenaline pumping is trying to find new opportunities every day to achieve our goal. I have a passion for business."

## 5 quick answers

with Mikael Allerslev

### **City or countryside?**

Countryside

### **Workout or relaxation?**

Relaxation

### **Eat out or at home?**

Out

### **Favourite place?**

Blåvand on the Danish west coast

### **Hidden talent?**

Could make nail soup if need be. I love to cook and to make something out of the ordinary from what is at hand.



**Andreas Gotmark**  
MD/Export

+46 (0)370-37 32 55  
andreas.gotmark@axelent.com



**Mikael Allerslev**  
Sales Sweden

+46 (0)370-37 32 70  
mikael.allerslev@axelent.com



**Daniel Filipsson**  
Sales Controller

+46 (0)370-37 32 58  
daniel.filipsson@axelent.com



**Magnus Svensson**  
Product Development

+46 (0)370-37 32 77  
magnus.svensson@axelent.com



**Dan Sjöqvist**  
Technical Manager / Product Development

+46 (0)370-37 32 50  
dan.sjoqvist@axelent.com



GERMANY

## Axelent and Stuttgarter Kickers in joint network meeting

Axelent GmbH, Stuttgarter Kickers and The German Association for Small and Medium-sized Businesses (BVMW) held a network meeting on leadership in companies. The main speaker for the evening was Dr. Reinhard Sprenger, the most popular management consultant in Germany. He works closely with several well-known chief executives in Germany and the rest of Europe. Sprenger spoke of how a good leader focuses on essentials through clear and consistent actions. He made interesting parallels between professional football and a company's day-to-day operations. A CEO and a football manager have one thing in common: they have to create the conditions for a group of individuals to be able to form a team that supports each other with success as the joint goal. That is the high art of leadership today.

More than 200 guests took part in the network meeting that was held at the Kickers stadium in Stuttgart.



BRAZIL

## Axelent do Brasil prize awarder and sponsor

The seventh International Health and Safety at Work expo took place in São Paulo on 5–7 August 2015. The Brazil Health Protection and Safety Award 2015 was presented at the show. The award aims to draw attention to the efforts of organisations and staff who have implemented successful measures to improve health and safety in the workplace.

An expert jury chooses the winner and because Axelent is keen to promote the importance of this issue, Axelent do Brasil sponsored the Safety of Machinery and Equipment category.

The prizes in the category were awarded by Cassia Cunha at a ceremony that brought together winners, partners and experts in the field. The best and winning concepts were "Inner Strength" by Nissan Brasil Ltda, and "Challenges in Machine Safety and Equipment: how to start a new plant" - Anglo American Minério de Ferro Brasil.

GERMANY



Photo: NDR

## Crime Scene Germany gave Axelent 10 million viewers

Sunday evening in Germany: Everybody tunes in to the most popular TV show, Tatort, (Crime Scene). Crimes are shown from different German cities every Sunday.

During the summer, Crime Scene Bremen was shown at the same time as a debate was broadcast on wind power in the North Sea, which generated more interest than usual. Roughly 10 million viewers saw Axelent's mesh panels in a wind turbine production hall.



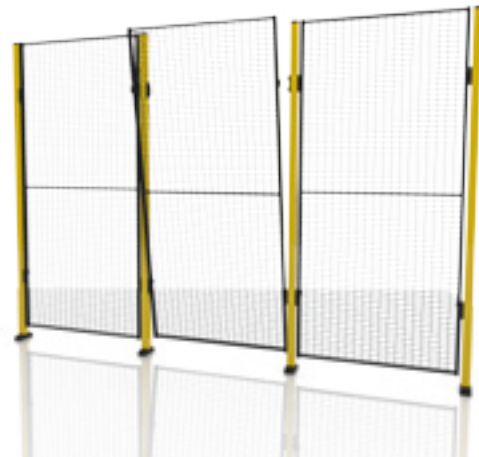
Cassia Cunha, MD, Axelent do Brasil



**Choose freely. Change when you want to.** Doors and panels are designed for easy change and replacement when required. You can change from a left-hand door to a right-hand door with a simple manoeuvre. This enables you to change a machine guard quickly as needs arise.

## Change a panel for a door? X-Guard® makes it easy.

X-Guard® is designed with simplicity in mind. You only need to handle one side of the section when, e.g., changing a panel for a door, a unique property on the market. So it is never too late to change your X-Guard® panels.



**[youtube.com/axelentgroup](https://www.youtube.com/axelentgroup)**

» Watch the X-Guard® video  
“One system – 1,000 advantages.”

For further details contact Sven Toftgård:  
+46 (0)370-37 32 81  
[sven.toftgard@axelent.se](mailto:sven.toftgard@axelent.se)



## The art of making more money from existing production

These days Axelent Engineering also offers solutions for those parts of the production flows that do not necessarily need to be, or can be, automated. With the help of visual inspections, interviews, analyses of available data and, in some cases, time studies, recommendations can be compiled for making the area in question more efficient and productive.

### **Andreas Erlandsson, Logistics Analyst:**

“The idea is to provide the customer with a good decision basis from which to adapt the flow of machinery, expertise, procedures, human resources, etcetera, to achieve the perfect balance between cost-efficiency and delivery service.”

### **Speedy and appreciated evaluations**

Andreas has conducted evaluations on manufacturing and inventory flows and production types at some of southern Sweden's largest companies.

At one of these assignments Andreas was on site for a few weeks to evaluate the status of one of the production flows and to plan future implementations.

### **Detective work**

“The investigation first comprises of a more general survey to identify problem areas and to mark off parts that do not have an equal effect on the flow. We usually check the marked off parts too as they could well impact the flows. If I have a greater overview of the flows from the outset, it makes it easier to provide solutions that are good for the company from a holistic perspective, something that Axelent Engineering always strives to achieve.”

### **Surveys offer a helicopter perspective**

The general survey comprises of inspections, interviews with those concerned from different parts of the plant and checking the order data received, including selected time measurements.

Once Andreas has got an overview, the investigation can be focused on a more precise part of the production type. A more detailed survey can then be carried out comprising of several interviews and, above all, a more in-depth analysis of the in-house developed and acquired data.

### **The art of identifying the root of the problem**

“It's important to have a critical, or rather objective, approach to interviewing staff, and the respondents should preferably have different roles in the company. This makes it easier to identify the root of the problems. (The problems do not necessarily always have to be identical to problems experienced).

It is also important whenever possible to test the in-house data because people from different parts of the organisation could have different views of the problem.

Samples of timings and calculations are sometimes all that's required to confirm whether the information is correct or not.”

### **The moral of the story: Simple adjustments save money**

“In conclusion. As previously mentioned, survey analyses are based on a holistic approach. In order to reduce waste and rationalise flows, Lean could also have a say in the conclusions and recommendations. Generally speaking, our analyses have contributed to bringing down costs. There are even cost-savings to be made from storage operations. For example, a company we helped with our analyses was able to reduce the average order picking time by at least ten per cent. It just needed a few minor adjustments to the procedures.

Considering the relatively short time it took to conduct the analyses, there was good reason to evaluate the company's production flows. In the odd case it may give proof of profitable and effective flows, but more often than not an analysis will yield possibilities to lower costs radically while maintaining or improving customer service.”



## Contacts at Axelent Engineering



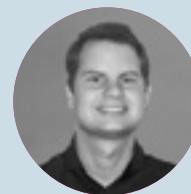
**Richard Skogward**  
Company Management  
+46 (0)371-58 37 01  
richard.skogward@  
axelentengineering.se



**Mirko Miljevic**  
Sales  
+46 (0)371-58 37 40  
mirko.miljevic@  
axelentengineering.se

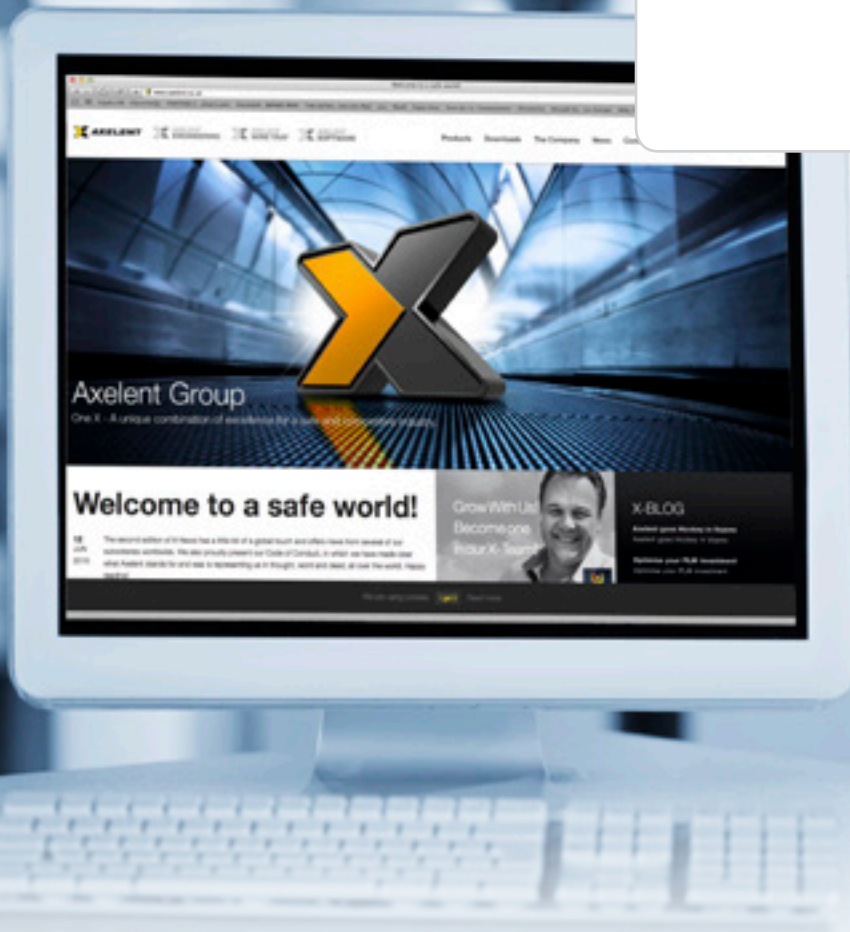


**Andreas Gustavsson**  
Sales  
+46 (0)371-58 37 32  
andreas.gustavsson@  
axelentengineering.se



**Andreas Erlandsson**  
Logistics Analyst  
+46 (0)371-58 37 31  
andreas.erlandsson@  
axelentengineering.se





# Axelent has a new website. Why not pay it a visit? :)

## **AXELENT AB**

BOX 1 · KÄVSJÖVÄGEN 17  
330 33 HILLERSTORP  
PHONE +46 (0)370-37 37 30  
SALES@AXELENT.SE  
WWW.AXELENT.SE

BLOG.AXELENT.COM

## **AXELENT ENGINEERING AB**

### **AUTOMATION & PLM SYSTEMS**

HEADOFFICE: MÅRTENSGATAN 12, BOX 275  
332 30 GISLAVED

PHONE +46 (0)371-58 37 00

LOCAL OFFICE: GRÄNNA VÄGEN 24 C, 561 34 HUSKVARNA

INFO@AXELENTENGINEERING.SE

WWW.AXELENTENGINEERING.SE

## **AXELENT WIRE TRAY AB**

BOX 1 · KÄVSJÖVÄGEN 17  
330 33 HILLERSTORP

PHONE +46 (0)370-37 37 30

INFO@AXELENTWT.COM

WWW.AXELENTWT.COM

