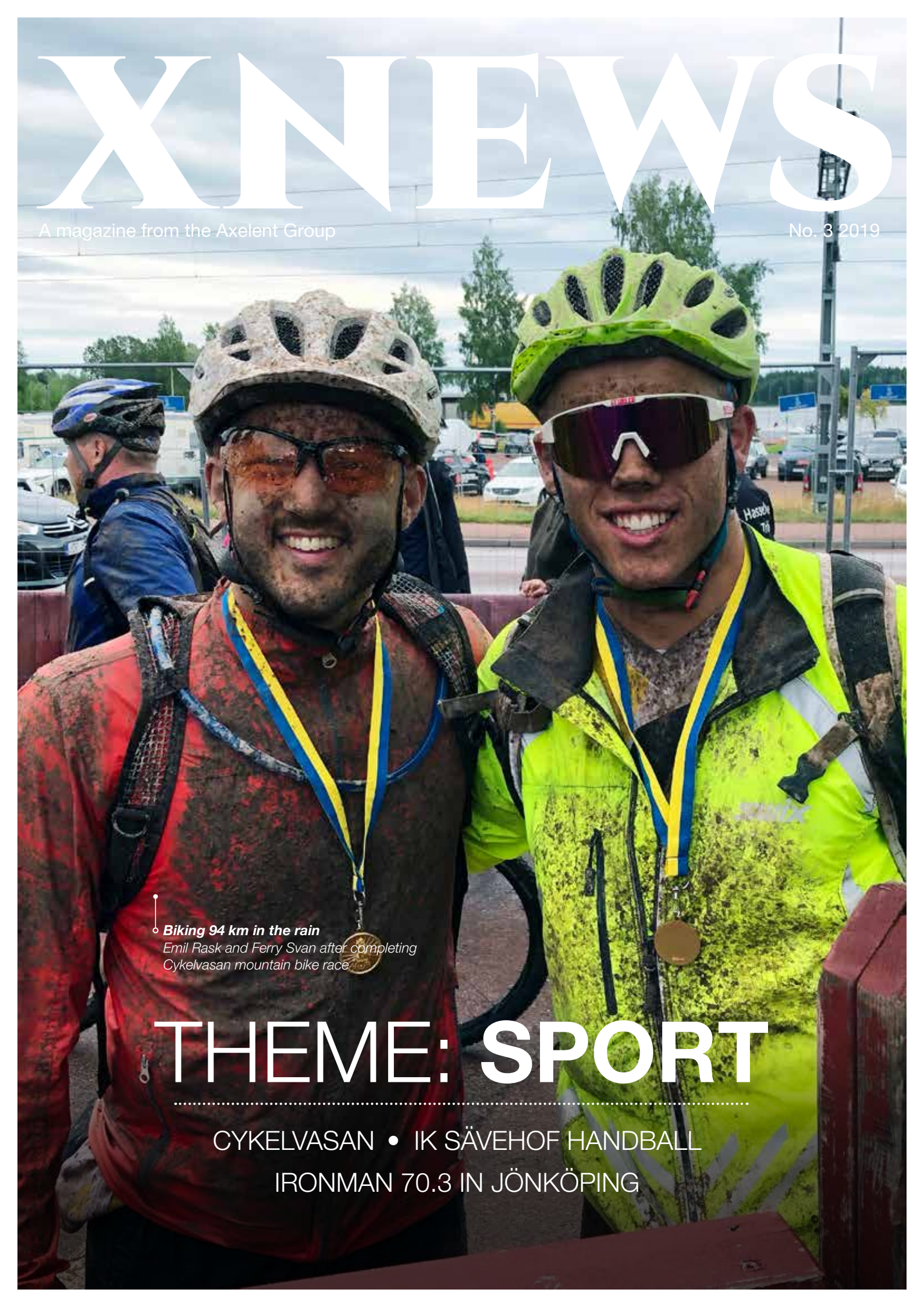


# XNEWS

A magazine from the Axelent Group

No. 3 2019



**Biking 94 km in the rain**  
Emil Rask and Ferry Svan after completing  
Cykelvasan mountain bike race.

## THEME: SPORT

CYKELVASAN • IK SÄVEHOF HANDBALL

IRONMAN 70.3 IN JÖNKÖPING



>> *One of the keys to success is to always offer market-leading products.*

*Mats Hilding, MD, Axelent AB*

## Exciting autumn ahead as Axelent enjoys a tailwind

There's plenty on the go as always when autumn comes around. You'll have read in the previous X-News that we're continuing to invest in logistics. Our new logistics centre in Hillerstorp is now fully operational. This marks a milestone for our business and presents excellent opportunities for us to improve the reliability of deliveries to our customers.

In this edition of our magazine, you can read about the JU Solar Team and its solar-powered car which will soon be competing in Australia. Our decision to step in as the main sponsor of this project is fully in line with Axelent's environmental and sustainability principles. Today, we are self-sufficient in energy thanks to the investments we have made in wind power over many years. I consider it our responsibility to work towards the creation of a sustainable society, and it is also a goal that we truly *want* to achieve. In the new version of our Code of Conduct that we have recently released, we place much greater emphasis on sustainability across all areas of our business. Moreover, our environmental ethos is helping us to attract and win more customers. It is what customers are looking for and appreciate. In general, most areas of our business are currently enjoying a tailwind.

There will be an increase in activity on both our website and social media in the months ahead. We've just rolled out a new part of our global campaign and there are lots of exciting things in the pipeline. We're also pleased to announce that we'll be visible when the sports club IK Sävehof plays its handball matches. Turn the page to find out more. Turn to *page 8* to read about Emma Sundelius who has been appointed Head of Development at Axelent AB. We've been working hard with the organisational aspects

of our products and Emma plays a key role in this process. One of the keys to success is to always offer market-leading products. We wish Emma the very best in her new role.

Axelent will also be attending some of the major trade fairs taking place this autumn. These include *IMHX* in the UK, *Motek* in Germany and *FABTECH* in the USA.

### Theme: Sport

I'd like to round off with a look at the theme for this edition of our magazine. It feels good to be able to say that Axelent is active in all senses of the word. Our employees are our most important resource and we want to give everyone plenty of opportunities to live an active life. One initiative aimed at encouraging active lifestyles is our very own sports hall, Axelent Arena, which is next to our facilities in Hillerstorp. Offering a range of different sporting activities and types of physical exercise, the hall is available for use by all of our employees. You'll discover as you continue reading that some of our colleagues like to take on impressive challenges.

**Mats Hilding**, Managing Director, Axelent AB

## Axelent is a new sponsor for the world's largest handball club

Handball is a fast-paced, action-packed sport with quick decisions and powerful throws. Speed, strength, accuracy, precision and stamina are essential for this sport – qualities that have also played a role in shaping Axelent's success. But Axelent and IK Sävehof have something else in common. The colours yellow and black have also contributed to their success.

IK Sävehof is the world's largest handball club with a long history of success at senior Swedish Championship level. The men's team has won the Swedish Championship five times (most recently in 2012) and the women's team an impressive 14 times (most recently in 2019). Moreover, both teams have competed successfully on multiple occasions in both the Champions League and the European Cup.

### Stefan Axelsson, Export Manager of Axelent AB

"We are looking forward with great pleasure to this exciting collaboration with Sävehof. We are eager to feature on both the women's and men's sportswear and the colours couldn't be more suitable because yellow and black are our logo colours too. It's going to be very exciting to follow the yellow and black successes in a double sense."

### Mats Janson, Marketing Manager at IK Sävehof

"We're thrilled to welcome Axelent as a new, major partner to our club. What makes it even more special is that Emir Naprelac, our new sales team member, initiated a contact only a few weeks ago, whereupon things moved swiftly. Stefan, Emir and I reached an agreement over lunch at Partille Arena on Wednesday 22nd May."



*Emir Naprelac, Stefan Axelsson and Mats Janson.*





**Daniel's tips!**

**Custom kit**

We are constantly working to make life as simple as possible for our customers. When you order our *custom kit* your cable trays are pre-cut to fit your specific dimensions. We purpose make them to ensure a perfect fit for your spaces right out of the box.

Our custom kit is available for all cable trays in all finishes. We promise perfectly modified cable trays without any sharp edges, which is especially important for our stainless steel range.

If you prefer to cut them yourself, I can recommend our *X77 Cable Tray Cutter*. It is the best on the market!



We can produce a custom kit to meet your specific cable tray requirements.



**FACTS | IRONMAN 70.3**

**When & where**  
Sunday 7th July, Jönköping, Sweden.

**Participants**  
2644 at the start.

**Challenge**  
Ironman 70.3 is a triathlon event where athletes complete a 1.9 km swim, 90 km bike ride and 21 km run. The 70.3 in the name refers to the total distance in English miles. It is also known as a Half Ironman.



Axelent's participants in Ironman 70.3. From left to right: Linus Allvin, Simon Palm, Emma Sundelius and Nikodemus Emanuelsson.

**Participants from Axelent at Ironman 70.3 in Jönköping**

Axelent is recognised for its agility. Four courageous employees proved this to be as true when competing in a triathlon as when processing orders.

The Ironman 70.3 event took place in Jönköping in July for the fourth year in a row. It has become a very popular tradition among participants and spectators alike. Ironman stages competitions around the world but the Jönköping event is one of the participants' absolute favourites. According to a survey undertaken in 2018, the participants were most likely to recommend Jönköping to a friend. Their positive attitude is largely due to the spectators. Local residents bring something of a festival atmosphere to the event as they cheer on the tough competitors.

Among those lined up at the start were four employees from Axelent, ready for the swim, the first discipline in the triathlon. And for three of them, this was the first time they had competed in the event. They all put in a valiant effort and crossed the finishing line in front of large crowds.

Simon Palm was one of the debutants. "It was an amazing experience. Huge crowds had already gathered at the start area for the swim half an hour before it began," says Simon.

The swimming was the part that Simon felt slightly less confident about. "Biking and running are not as technically demanding as swimming. I'm pleased that the swimming went well, although it was freezing cold," he adds

The cycling went faster than Simon had thought it would, perhaps a bit too fast. Simon feels that running is his strongest discipline, but it was during the run that this challenging race started to take its toll. "Running was definitely the hardest part but, although I was exhausted, I made it over the finishing line," says Simon Palm

The event whet Simon's appetite for more and he has already entered next year's race. He feels he could have prepared better and is interested to see if he can improve his time. Axelent's team next summer will be at least as big, since four of its employees have already entered for the 2020 race.



Some of Axelent's participants in the Vasaloppet bike race.

# High spirits at Cykelvasan despite the rain

Vasaloppet is a classic cross-country ski race over a 90 km stretch from Sälen to Mora. Since 2009, those who prefer cycling to skiing can participate on two wheels along the same course.

The route for the mountain bikers is almost identical to that for the skiers. All the checkpoints are the same. So if you've always fancied stopping for a cup of hot blueberry soup but not been up to the challenge on skis, you have the chance on a mountain bike instead.

» *What I most appreciate is being able to do this with everyone else.*

**Emma Johnsson, Axelent AB**

Just like the *Vasaloppet* ski event, there are several variations of the bike event. All the participants from Axelent entered the *Cykelvasan 90* race, which covers the full 94 km stretch, and the elite class. Axelent had no less than 26 participants from three countries.

even a second. I am much more used to cycling on tarmac roads and I'd bought myself a hybrid bike for the occasion. It became apparent quite quickly that this was not an optimal choice. You need a proper mountain bike for that sort of terrain," Emma says.

So what enticed a seasoned road cyclist to enter a tough MTB race?

"There's something special about the Vasaloppet. I know I'd never be able to do the race on skis, so I jumped at the chance to bike the 90 km course instead," Emma Johnsson tells us.

How did it go for Emma in the rain? Despite her choice of bicycle and the awful weather, she made it across the finishing line. But it's the social element of the event that creates the most lasting memories.

"What I most appreciate is being able to do this with everyone else. There was a large group of us from Axelent and the camaraderie was fantastic. There were happy faces during the race too. I talked to lots of people along the way and the atmosphere was really friendly. It was great to see all the people cheering us as we crossed the finishing line in Mora, despite the weather being bad and it was late in the day. That gave me the final boost of energy I needed to end on a strong note. I'm not sure if I'd do it again, to be honest. It was a fun experience but I think I prefer biking on roads," Emma Johnsson says with a laugh.

It is impossible to write about this year's race, the eleventh to date, without mentioning the weather. The photo on the cover says it all. Most of those taking part in the event had to cope with pouring rain which transformed the already-challenging track into a muddy morass. The fastest bikers who'd qualified for the early start groups were luckier, many of them completing the course before the rain began. Some of Axelent's participants were in these groups having taken part in qualifying races earlier in the year. But the great majority had to battle it out through the rain and mud for the entire race.

## Challenging terrain

Emma Johnsson was one of the participants representing Axelent on her bike. Emma is not a novice in the saddle, having competed in another one of Sweden's major bike races, the *Halvvettern*. This 150 km course follows the shores of Lake Vättern. Whereas the *Cykelvasan* is mountain biking in tough terrain, the *Halvvettern* is on tarmac only and the competitors have road bikes. And so, as Emma now knows, they are two very different styles of race.

"It wasn't at all what I was expecting. Apart from the fact that you're on a bike, there are almost no similarities between the two. You can usually settle into a good rhythm when you're road racing. In the *Cykelvasan* race, we were riding in very demanding terrain and you couldn't relax for



Emma Johnsson



# Emma wants to develop products and people

Emma Sundelius is the new Head of Development at Axelent AB. In her new role, she will be responsible for the day-to-day activities of the R&D department.

## What positions had you held before joining Axelent two years ago?

I have a degree in product design engineering and specialised in integrated development. The programme taught us how to develop optimised products from both a product and user perspective. We also learned the importance of asking the question “why?”. That is something I will always remember and put into practice.

After graduating, I joined Thule as a KIT engineer, working with customisations of their roof racks.

## What has your career journey at Axelent looked like?

I joined Axelent as a project manager about two and a half years ago. My first major assignment was to conduct a feasibility study on the market for the X-Tray range within the food environment. Time will tell if this is an area we'll be investing in. Working with different products at Axelent kept the work varied, which I enjoy.

When I began, Johan Axelsson was both the Technical Manager and head of the department. I was given the opportunity to step into the role of Development Manager to allow Johan to focus on the technical aspects, which is his passion. This means that I oversee the R&D department's day-to-day activities. Axelent's business is moving towards a more project-based approach and I am responsible, along with our Product Manager Mikael Ström, for helping to deliver this and to accomplish the goal of increasing involvement and engagement in the organisation.

## What are your greatest strengths in your new role as Head of Development?

I think that I'm good at listening to and understanding the opinions of others, and I have a broad network of contacts at the company and good relationships with lots of people in the various business areas.

I like working in a structured manner and for things to be organised and orderly.

## What does a normal working day entail for you?

A normal day always includes at least one meeting, internal

>> *My goal for R&D is for us all to develop as individuals and as a department.*

**Emma Sundelius, Head of Development**

and external. An example of an external meeting might be with the product department to discuss what we need to focus on in a specific project. I want to develop even closer working with the product department. They, in turn, should be collecting feedback from all areas of the organisation. Ultimately, the idea is that those of us developing the products should have all the right factors in place for our daily work, which is focused on technologies and smart solutions

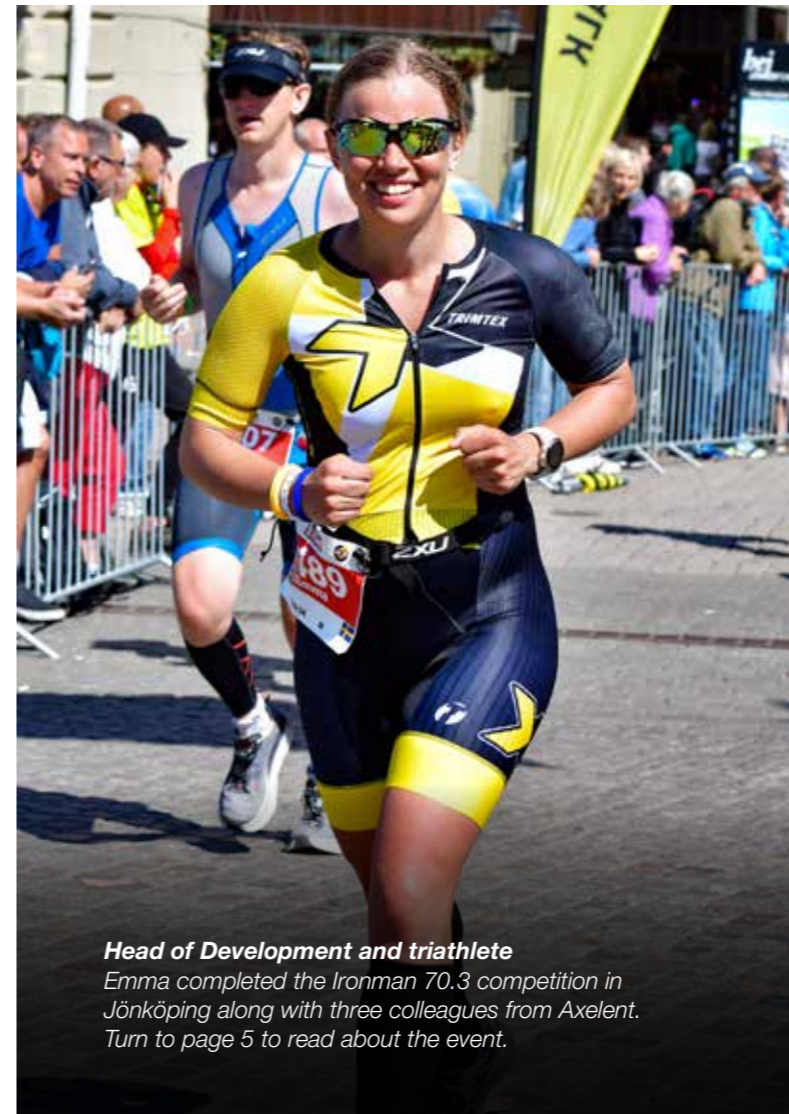
My goal for R&D is for us all to develop as individuals and as a department.

## Why would you recommend Axelent?

I think you should choose Axelent because we are a company that always wants to make life easier for our customers by offering them smart solutions. One good example of how Axelent makes things easier for users without compromising quality is the click-on system on our panels.

## Observant readers will already have seen you in our articles about the Ironman competition and the Cykelvasan race. What is it about these types of activities that appeals to you?

I really like training and setting myself a challenge in different styles of competition. I'm using my brain all day at work, so it's nice to be able to switch off completely and let my body do the work!



**Head of Development and triathlete**  
Emma completed the Ironman 70.3 competition in Jönköping along with three colleagues from Axelent. Turn to page 5 to read about the event.

## 5 quick questions

WITH EMMA SUNDELIUS

### City or countryside?

A mix of both. I like the pulse of a city and I love the outdoors too.

### Activity or relaxation?

Activity.

### Eat out or at home?

At home. I'm famous for my lunch boxes at work!

### Favourite place?

Anywhere on a bicycle.

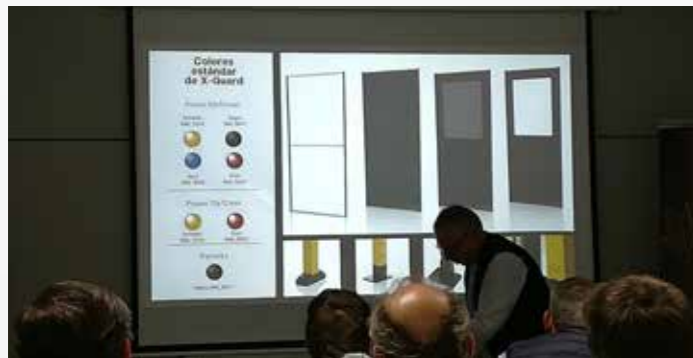
### Hidden talent?

I take part in orienteering races without being able to use a compass. And it still goes fine!

### Technical conference in Burgos

An equipment safety technical conference was held on 5th June in Burgos. Co-organising the event with Axelent was Elektra, which specialises in the distribution of electrical equipment, and Pilz, leading automation technology company. The twenty or so attendees were customers from different parts of Burgos' business community.

The day began with a talk by Jesús García, head of Grupo Elektra's Machinery Safety department, about rules concerning machine safety. Axelent and Pilz demonstrated new products from their ranges, as well as old favourites. Afterwards, the attendees had the opportunity to put their questions to the speakers.



### Sven's tips!

#### Push button enclosure

We are now launching a push button enclosure in black powder-coated metal. It is suitable for all types of sliding door solutions and is compatible with all our proprietary lock systems.

The push button enclosure comes prepared for installation of up to four push buttons and an emergency stop button. Four black cover plugs are provided for the holes where no push buttons are used. Push buttons and emergency stop button not included.

Cabling can be routed from above, below or behind the enclosure.



### Exhibition in Bilbao

Axelent Spain participated at Subcontratación 2019 in Bilbao in June. Its booth proved popular and attracted lots of visitors. As always, the extensive ranges of protection and safety products were showcased. X-Guard, X-Tray, SafeStore and X-Store were all on display.

Axelent also took the opportunity to present the McCue bollards, protection beams and other products. They provide the perfect complement to the rest of the range and enable Axelent to deliver an end-to-end protection and safety solution for industrial and warehouse environments.

### Axelent protects new automated warehouse

Axelent Spain has supplied Barberán S.A., which designs and manufactures surface finishing machinery, with protection and safety solutions for its new automated sheet metal warehouse.



### Much appreciated conference about machine protection in Madrid

On 23rd May, Axelent held a technical conference on machine protection in Madrid. The conference was held in the beautiful event venue at the Antiguo Convento de Boadilla del Monte in Madrid. It was a positive and rewarding experience for the 30 or so attendees.

The conference was packed with useful, up-to-date information, and the attendees all went home with a Safety Book and their own little Axel.



# Bike to Paris in aid of critically ill children

**Team Rynkeby – God Morgon (TR-GM)** is part of an annual European charity event that raises money for children with cancer, and their families. More than 2000 participants in 54 teams from seven countries took part this year, all of them cycling to Paris along different routes. Axelent sponsors *TR-GM Jönköping*, one of the 16 Swedish teams, and the black and yellow X can be seen on the cyclists' right shoulder.

It all began in Denmark in 2001 when Knud Vilstrup at Rynkeby Foods came up with an idea about how he could improve his own health and see the finish line in the world-famous Tour de France cycle race. He wanted to get a group of cyclists to bike together from Ringe in Denmark to Paris in France. He thought that Rynkeby Foods could at least sponsor them with some of the juice that the company produces. Knud contacted the management of Rynkeby Foods who agreed to sponsor the team with not only juice, but also DKK 50,000 so that Knud and his biking buddies could get started... on the condition that the team comprised at least ten people. Knud's idea met with an enthusiastic response and the following year 11 cyclists and one marshal were ready for their 1200 km journey from Ringe to Paris. The name of the team was *Team Rynke*.

## Team Rynke – successful sponsorship

But it wasn't just Rynkeby Foods that was interested in sponsoring the new venture. Team Rynke was so successful at attracting sponsorship that it had DKK 38,000 in unspent funding when it arrived back in Denmark. It was decided to donate this money to the children's cancer ward at Odense University Hospital. And that's how it all started. Although this fantastic project did not start out as a charity drive, Knud and the others realised its potential, and it now raises more and more money every year for those who need it most.

For many years, the teams from the various countries all had the same name, *Team Rynkeby*. The juice manufacturer Rynkeby Foods A/S was sold in 2016 to the German juice company Eckes-Granini. As a result of the reorganisation that took place, it is now Eckes-Granini's God Morgon brand that ensures that all the money raised by Team Rynkeby in Sweden, Norway and Finland still goes to support seriously ill children. So although the names differ locally, Team Rynkeby is still the generic name for the cycling teams raising money for charity.



## Finish in Paris

On 6th July 2019, all 54 teams arrived at the Champs-Élysées, the final stretch of their long journey. "Everyone will be celebrating with much enthusiasm this evening, but there will also be a touch of melancholy. It has been incredibly intense over the past weeks and when the cyclists wake up tomorrow they won't need to get into their cycling gear for another day on the road. Many of them will feel a bit of a void," says Carl Erik Dalbøge, director of the Team Rynkeby Fund.

At the end of September, the Team Rynkeby Fund will publish how much money the teams have raised this year in support of critically ill children in Denmark, Sweden, Norway, Finland, the Faroe Islands, Iceland and Germany. They raised an impressive SEK 100 million last year.



Felicia Jakobsson (left) in California for the Dew Tour Skateboard Competition.

# Ten-year-old Felicia competed against the world's elite in the USA

In the previous edition of X-News, we reported on Felicia Jakobsson from Falkenberg whose win at one of the Betongcupen's skateboard competitions in Värnamo qualified her for the international *Dew Tour* competition at Long Beach, California.

Axelent and the content agency Glory Days provided Felicia and her family, who are also highly committed skaters, with financial backing to make this dream trip to California, the cradle of skateboarding, possible.

It was the toughest competition that Felicia had ever taken part in and a bit too difficult to progress from the qualifying round. Her performance was good, but not perfect, and she ended the competition in 30th place out of 38 skaters. It is worth mentioning that this is one of the world's largest skateboard competitions and that ten-year-old Felicia was up against some of the best international female skaters. Betongcupen is a good competition but the Dew Tour is on an entirely different level and was a valuable experience for Felicia as she progresses towards long-term goals.

## Success continues

Back in Sweden, Felicia Jakobsson continues to reap success. At the Swedish Championships at the end of June, Felicia won the bronze medal in the *Ramp* discipline. Her success continued in August at a competition in Stockholm which also served as a first step in qualifying for the Olympics.

But Felicia is most interested in having fun and learning new tricks right now. She has her sights set on the 2024 Olympics in Paris and that's a goal she is definitely able to achieve! Axelent looks forward to following Felicia Jakobsson as she continues her journey.

# The Axelent solar car saw the light of day at the unveiling event

In our previous edition of X-News, we announced that the Axelent Group is serving as the main sponsor for the JU Solar Team. A great deal has happened since then. The solar car has evolved from being a number of loose parts to a fully functional vehicle.

After endless hours of work, it was finally time for the JU Solar Team to unveil *Axelent*, this year's solar car, for the world to behold. Crowds gathered in the foyer of the School of Education and Communication at Jönköping University to see the car that will cross Australia in October. After some mingling, everyone was welcomed by the compere for the evening, Matilda Ekman, who was part of the 2017 JU Solar Team. The largest sponsors then had the chance to take the stage and tell the audience about their partnership with the team.

## Warm welcome promised in Adelaide

Stefan Axelsson explained why the Axelent Group felt it was so right to agree to become the main sponsor for the JU Solar Team. He highlighted the importance of thinking about the future and that solar power is an interesting alternative. Renewable energy is nothing new for Axelent. For many years, the organisation's own wind turbines have been supplying all the energy it uses.

Axelsson also told the audience that the Axelent Group has employed several members of the 2017 JU Solar Team and that, as part of the sponsorship, they have been on hand to share their experience with this year's team.

The Bridgestone World Solar Challenge finishes in the city of Adelaide, which is where Axelent Australia has its office. Stefan intends to take advantage of this fact. He will be waiting at the finish line and has promised that he and the Australian office will give the team a warm welcome after they've completed the race.

"I would like to thank the team for the opportunity to be your sponsor," Stefan Axelsson said in closing.

## Crowds attended Axelent unveiling

The event was well-organised and well-attended.

JU Solar Team's Marketing Manager LisaBeth Sundström was pleased with the evening.

"The unveiling of our new solar car *Axelent* went very smoothly and it felt amazing to present what we've been working so hard to achieve over the past twelve months. The actual planning of the event began back in April and now it's wonderful to see everything fall into place four months later. As well as getting to know the drivers, the visitors also heard about the improvements we've made since the previous car," says LisaBeth Sundström.

## Australia in sight

Kelvin Frank is one of the drivers and is looking forward to steering *Axelent* across Australia.

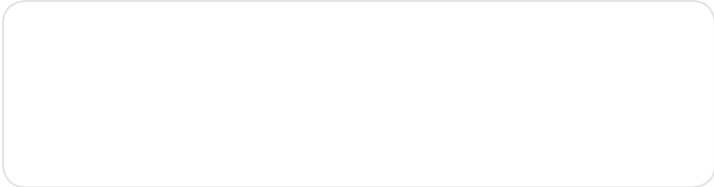
"It is a huge honour to have been selected to represent our team. The task carries a lot of responsibility, and the other drivers and I intend to do our very best to impress everyone with our solar car, into which we've put so many hours of work. Based on what I've heard about the other teams and their accomplishments in previous years, I think it's going to be a really tough competition. It means we need to raise the bar this year, and I feel we've already done that with our solar car *Axelent*. I can hardly wait for the competition to start. We'll soon be measuring ourselves against the other teams for the first time to find out who is best. We couldn't be more ready than we are for this challenge," says Kelvin Frank.

In his speech, Rishab Karan Mehta, the team manager of the JU Solar Team, proudly related that the team had managed to overcome all the difficulties that they had encountered while working on the solar car.

"It felt fantastic to finally have the car on the podium for all the world to see. It is hard to describe the feeling, but right there and then it was really worth all the effort. The other teams in the Bridgestone World Solar Challenge will need to watch out," says an upbeat Rishab Karan Mehta.







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