



ELPRESS ON THE MOVE



» ELPRESS HAVE DEVELOPED A NEW MODEL DESCRIBING HOW WE WILL WORK WITH OUR DISTRIBUTORS AND HOW WE APPROACH THE MARKET **GLOBALLY**. THIS IS A TASK THAT IS BEING IMPLEMENTED RIGHT NOW AND OF WHICH I AM PROUD. A TASK THAT WILL MAKE ITS MARK FOR THE BENEFIT OF ELPRESS



GOOD START FOR ELPRESS IN THE UNITED STATES

Just over six months have passed since Elpress moved into the US market and opened the doors of its office in Chicago, Illinois.

"It's all gone to plan," confirms Carsten Mathiesen, Business Area Manager, Global Sales, who is responsible for implementing the initiative in the USA.

The benefits for customers were immediate.

"Avoiding the time difference in the dialogue with our customers is a major benefit. In the past we had to rely mainly on email correspondence, now it's just a matter of picking up the phone. With our own warehouse in Chicago, we can also cut delivery times significantly. Customers can now have their goods in 1-3 days, compared with previously, when a delivery could take 3-4 weeks. This applies for customers not just in the USA, but also in Canada and Mexico," says Carsten.

The warehouse has been established, staff hired and the product range meets the demand from the US market.

"We can keep a greater number of products in stock than our distributors were able to previously. At present there are about 500 different products, a figure that will soon be doubled, and we can also offer local US service and repairs together with our authorised Elpress service partner," explains Carsten.

In China, Elpress has eight employees after ten years, and the intention is in the same way to adopt a long-term approach to growth in the USA. Two new recruits have been hired since the summer. Andy Wood has been employed as Sales Manager for North America, and Sherree Witt is taking care of order input.

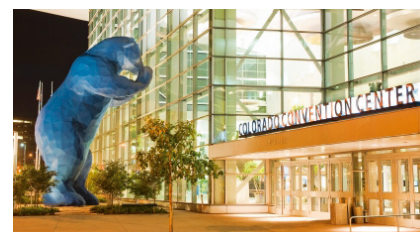
"In 2018 we intend to add a sales engineer to our team in Chicago, so anyone reading this who's interested in

» **We can keep a greater number of products in stock than our distributors were able to previously.** «

the position is welcome to get in touch with me," says Carsten.

The focus in the setup phase has been on resolving practical issues and drawing up internal procedures.

"But we're now ready to meet our customers! In the spring, Elpress will be taking part in a number of trade fairs, including IEEE PES T&D in Denver, Colorado. That's an important industry meeting place, where we look forward to welcoming both future customers and employees," says Carsten. ■



IEEE PES T&D CONFERENCE & EXHIBITION takes place on **16-19 April 2018** at the **Colorado Convention Center** in **Denver**. Come and visit Elpress Inc at stand **210**.

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From the left: Sven Behring, Product Manager Elpress, Karl Hellström, Project Manager Elpress, Leif Rönning, Sales Representative JF Knudtzen, John Hugo Pedersen, Area Sales Manager Elpress AB, Thomas Åsrud, Product Manager JF Knudtzen, Truls Hermani, Sales Representative JF Knudtzen

AUTHORISED PARTNERS IN ALL PARTS OF THE WORLD

Implementation has started of the Elpress Cooperation Model, the shared framework for all distributors in the global market.

The initiative to develop and implement a shared framework for all Elpress distributors is a project that will run over two years and is divided into four phases.

"We've just completed the second phase and are moving into the third phase, which is the roll-out of the model," says Karl Hellström, an economist with roots in the IT industry who has been hired as project manager.

The implementation stage, which will last one year, has been preceded by a successful pilot, in which all three distributors involved take a positive view of Elpress's clear ambition to grow together with its distributors.

"We set high standards for our partners. The commitment is to allocate at least one sales representative who actively sells System Elpress. In return, they get a dedicated resource at Elpress, clear goals, a business plan, monthly progress meetings and the opportunity to increase their turnover together with Elpress," says Karl Hellström.

In practical terms, the Elpress partner-

ship model for distributors consists of two parts, an introductory part and an administrative part.

"The introductory part includes qualification, drawing up an agreement, training and a visit to Elpress in Kramfors. As soon as the distributor places an order, and achieves a stock value, they become an authorised partner, on the condition that the agreement has been signed by both parties," explains Karl.

At present there are around 15-20 distributors in all parts of the world who will be undergoing the qualification part before starting work in accordance with the new partnership model.

"In the USA, Germany and China, Elpress has its own subsidiaries, but even there we see benefits in having our own distributors. One doesn't exclude the other. When we're in the same market as our distributors, we increase our presence to the benefit of the customer. Ultimately it's all about guaranteeing good availability of our products for our customers, as well as high quality in our range of service solutions," observes Karl.

» **When we're in the same market as our distributors, we increase our presence to the benefit of the customer.** «

A new Norwegian partner recently paid a visit to Elpress in Kramfors.

"We're grateful for being given such good training, that's something we really appreciate. We're now looking forward to getting started and selling Elpress's products," says Product Manager Thomas Åsrud.

The project will be evaluated once implementation has been completed in autumn 2018.

"I hope and believe that our new framework will contribute to increased global sales, via both existing and new partners, and for both us and our authorised partners," says Karl Hellström. ■

《 NEW PRODUCT 》

Elpress PVX series



– taking crimping tools to the next level, crimping head made from 100% recycled steel

The PVX1300 and PVX1300C2 crimp pistols are the latest tools to be fitted with Elpress's patented DUAL technology. The tools are 100% reverse compatible and have been tested and approved for use together with Elpress B dies and DUAL dies. One new feature of the tools is a display that gives you valuable information about your tool, e.g. number of crimps, battery status, service intervals, etc. PVX1300/C2 has been created with a new ergonomic design and crimp pistols that offers you, the user, enhanced performance. The fork is made from 100% recycled steel and has been tested for quality and safety. The tool is supplied with a 2-year warranty*. There is also a facility to install Safety-Start** on the tool.



PVX1300

- Cu 10-400 mm²***
- Al 16-400 mm²
- C-sleeves 6-120 mm²

PATENTED



PVX1300C2

- Cu 10-400 mm²
- C-sleeves 6-120 mm²

PATENTED



* 2-year warranty if service/calibration is performed after the first year (or max. 10,000 cycles) at one of Elpress's authorised service workshops.

** adjustable for start of crimping with one click or two clicks for safe handling of the tool.

*** DV250 crimping head used for DUAL crimping 400 mm².

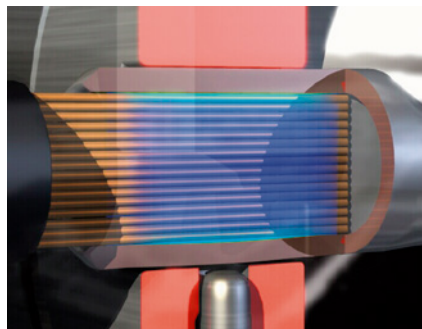
ELPRESS'S PATENTED DUAL TECHNOLOGY

DUAL technology should be used in particularly severe conditions, such as in trucks, wind turbines and trains, where, apart from their electrical properties, joints are also exposed to corrosion, mechanical resistance and vibrations.

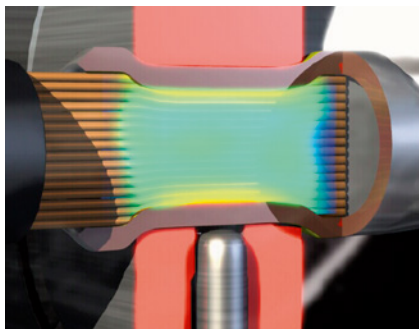
Contact crimping takes place in a two-stage movement, first a hexagonal crimp that provides optimal symmetrical contact with the conductor, which means that no wires are broken or come apart at the edge facing the joint. This is followed by an indent crimp, which improves the electrical properties by up to 30%.

Cross-section of contact crimping process of cable lug and cable using DUAL technology

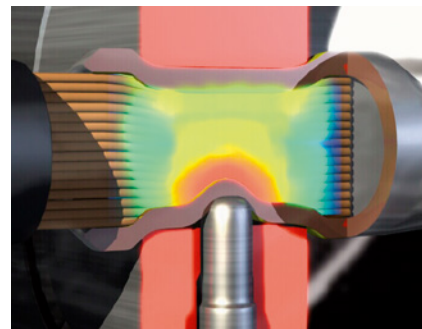
The colours indicate the degree of compression



The dies meet the cable lug



Hexagonal crimping takes place



An indent crimp is carried out as the final stage for an optimal contact

《 NEW PRODUCT 》

PVX611

**– ergonomic crimping tool with a 2-year warranty,
with a focus on a high degree of safety and better durability**

The PVX611 crimp pistol is the latest tool in the Elpress 600 series. The tool is 100% reverse compatible and has been tested and approved for use together with Elpress TB dies and KB dies. One new feature of the pistol is a display that gives you valuable information about your tool, e.g. number of crimps, battery status, service intervals, etc. The PVX611 has been created with a new ergonomic design that offers you, the user, enhanced performance. The tool is supplied with a 2-year warranty*. Facility to install Safety-Start** on the tool.

** 2-year warranty if service/calibration is performed after the first year (or max. 10,000 cycles) at one of Elpress's authorised service workshops.*

*** adjustable for start of crimping with one click or two clicks for safe handling of the tool.*



- Cu 10-150 mm²
- Al 16-25 mm²
- C-sleeves 6-50 mm²

“ELPRESS WAS THE OPTION THAT OFFERED US THE BEST VALUE FOR MONEY”

Danish company ELCON was facing time pressure. Their task was – on behalf of AT Solar – to connect solar panels in a short time at two sites in Denmark.

“The first project involved 50 megawatts near Lemvig on Jutland, and the other one 8.5 megawatts at Horslunde on Lolland,” explains Elcon’s Service Manager Morten Kjeldahl.

He contacted Elpress sales representative Kim B. Hansen, who is based in the Danish town of Silkeborg.

“I visited Elcon and showed them how our solution works in practice. It was obvious there and then that time could be saved by using System Elpress,” explains Kim.

“Elpress wasn’t the cheapest supplier, but that fact is that the seconds we saved per crimp by using System Elpress meant that it was ultimately the option that offered us the best value for money,” confirms Morten Kjeldahl.

Both photovoltaic power plants are now operational, one in Lemvig on Jutland, the other in Horslunde on Lolland. The trade press describes the projects as “outstanding” in their technical review.

“We finished on time and are delighted that we can contribute in this way to ensuring that even more Danish households are supplied with green electricity,” observes Morten Kjeldahl. ■



ELPRESS ON THE MOVE

2 017 will go down in the history of Elpress as the year in which many pieces of the puzzle fell into place. Not least the opening of a new office in the USA is a milestone in the company's history. CEO Mattias Östman summarises the past year in brief – and looks to the future.

"In the past year we've carried out a number of important strategic marketing initiatives. The new office in Chicago was preceded by a comprehensive preliminary study together with Business Sweden, and we were well prepared to go to market when we pressed the button. It's a long-term initiative that is already producing tangible results," observes CEO Mattias Östman.

'Go to market' has also been a key issue in other respects during 2017.

"We've developed a new model describing how we will work with our distributors and how we approach the mar-

ket globally. This is a task that is being implemented right now and one in which I have great faith. A task that will make its mark to the benefit of Elpress, our partners and our customers," says Mattias.

Another important strategic focus in 2017 was the launch of the new website and the PIM project.

"It's incredibly important that Elpress leads the way in the rapid progress of digital development, as this goes hand-in-hand with other marketing initiatives. During the next year we'll be looking forward to launching our new PIM system, which is the result of many years' work," observes Mattias.

One major challenge facing Elpress moving forwards is skills supply.

"We're adopting a strategic, long-term approach in this area in the High Coast industrial group to highlight attractive career paths in the region. We're aiming directly at institutes of higher education, and the

results so far have exceeded expectations in terms of putting the High Coast of Sweden on the map," says Mattias.

Last but not least, during the year Elpress has started to realise the company values that were drawn up in 2016.

"Trust, passion, development and, of course, quality! These are, always have been and always will be a strong driving force in everything we do," affirms Mattias. ■



Mattias Östman, CEO, Elpress

Better product information with PIM

Elpress is compiling product information about its 6,000 products in the PIM system C4.

The project, which will run until April 2018, will initially collate the 2,000 products in Elpress' standard product range in the PIM system.

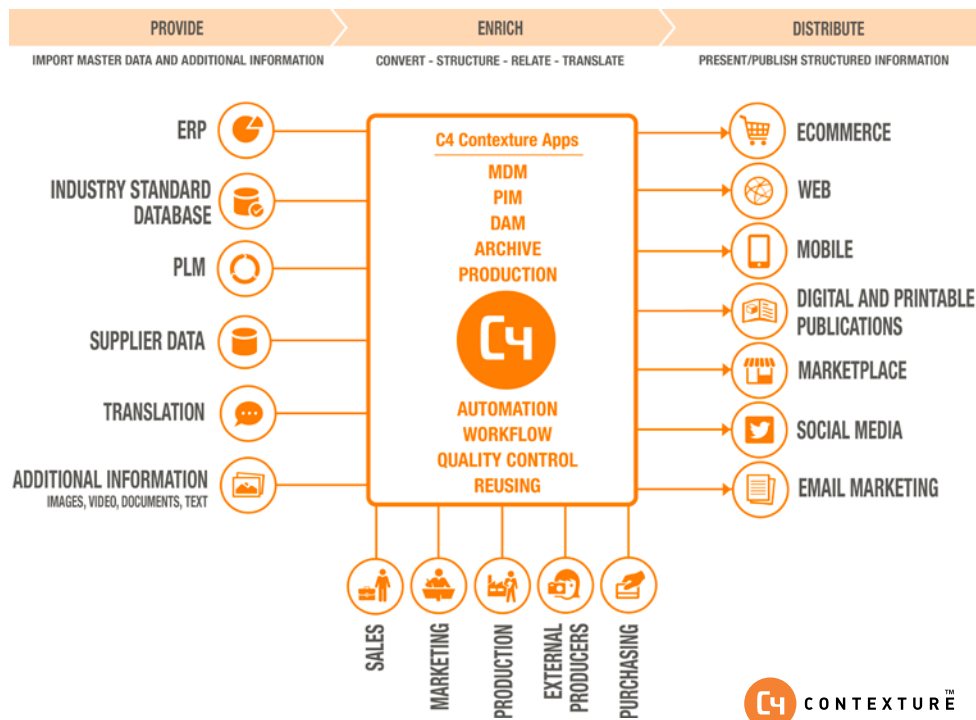
"It involves everything from article data, images, documents, manuals, dimensioned sketches, certificates and instruction films, all information that has previously been located in different systems and is now being gathered in one single system," says Katarina Forsberg, who is in charge of the project.

In the longer term, a joint product information system will provide more secure, more effective processes for sharing information.

"Version management, for example, means that our customers automatically have access to the latest version of information associated with a product," says Katarina.

She believes that simplified procedures in connection with updates of data to the industry organisation, as well as wholesalers and suppliers, represent another advantage.

"Of course, the system also makes it easier to introduce new products into our portfolio. This means that we can quickly accommodate changing and constantly increasing challenges and expectations from our customers," observes Katarina.



The supplier of the PIM system is Umeå-based company C4 Contexture.

"We compared two different suppliers with similar functions in their systems and opted for C4, who are closest geographically and who feel understand our customer-specific needs," says Katarina. ■

WHAT IS PIM?

PIM is an abbreviation for Product Information Management and in practical terms it provides a methodical way of structuring and visualising a company's products.

《 PRODUCT ENHANCEMENTS 》

PL800ET and PL900ET assortment boxes

– now you can choose which crimping tool you want in your box

Elpress's assortment boxes of terminals have been updated to give, the user, greater opportunities to tailor the box's contents. The terminals and the SCT001 cutting tool are included as before, but customers can now choose which crimping tool they want in a particular box.



PL800ET-PEB0116S

- 800 pre-insulated terminals 0.5-16 mm² type ET, colour code W
- SCT001 cutting tool
- **PEB0116S crimping tool 0.14-16 mm², square crimping** ◇



PL900ET-PEB0160S

- 900 pre-insulated terminals 0.5-6 mm² type ET, colour code W
- SCT001 cutting tool
- **PEB0160S crimping tool 0.14-6 mm², square crimping** ◇



PL800ET-PEB0116H

- 800 pre-insulated terminals 0.5-16 mm² type ET, colour code W
- SCT001 cutting tool
- **PEB0116H crimping tool 0.14-16 mm², hexagonal crimping** ○



PL900ET-PEB0160H

- 900 pre-insulated terminals 0.5-6 mm² type ET, colour code W
- SCT001 cutting tool
- **PEB0160H crimping tool 0.14-6 mm², hexagonal crimping** ○



PL800ET-TEB0516

- 800 pre-insulated terminals 0.5-16 mm² type ET, colour code W
- SCT001 cutting tool
- **TEB0516 crimping tool 0.25-16 mm² jaw crimping** ∩



PL900ET-EEB0160

- 900 pre-insulated terminals 0.5-6 mm² type ET, colour code W
- SCT001 cutting tool
- **EEB0160 crimping tool 0.1-6 mm², trapezoid crimping** □

Easier to find Elpress pre-insulated cable lugs in-store at your wholesaler

For those who use Elpress pre-insulated cable lugs, it will now be easier and more user-friendly to find the products when you visit your wholesaler. We will be packaging the cable lugs in bags instead of the current solution with bulk packaging. The bags hang on spikes in the store, sorted and divided according to size and type. This makes it easier for you as a customer to see the contents of the bag and to find exactly what you want more quickly. This new package will also make life easier for the wholesaler, both when restocking products and when stock-taking in the store.

We are planning to launch the new concept in January 2018. ■



Answer our 3 questions correctly and you have a chance to win a smart winter set consisting of a cap, scarf and reflective jacket. We will draw three winners from the correct entries.



COMPETITION

QUESTIONS

1. Elpress new crimping tool PVX1300, which area has it for

Cu-connections?

- 2. 10-300 mm²
- X. 10-500 mm²
- 2. 10-400 mm²

2. Which supplier has Elpress chosen for its PIM project?

- 1. C4
- X. C7
- 2. C8

3. What is the name of Elpress's project manager for the distributor project?

- 1. Kalle Hellström
- X. Katarina Forsberg
- 2. Johan Söderlund

Send or fax your answers by 31 December to:

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Fax no. +46 (0) 612-71 71 51, or by e-mail to:

jeanette.ronnberg@elpress.se.

The correct answers and winners will be presented on our website www.elpress.se on 2 February. When applicable, capital gains tax is payable by the winner.

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Post code

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Country

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UPCOMING TRADE FAIRS

16-19/04
IEEE PES T&D Conference & Exhibition
Denver, Colorado

07-10/05
AWEA Windpower
Chicago, USA

15-17/05
EI & Teknik
Odense, Denmark

23-24/05
Northern Industry
Oulu, Finland

29-31/05
Eliaden
Lillestrom, Norway

19-21/06
CWIEME
Berlin, Germany

