



**ELPRESS**

**NEWS**

**60yr**  
1959 - 2019



*We are still equally keen that the right customer should get the right things, it is as important now as it was then*

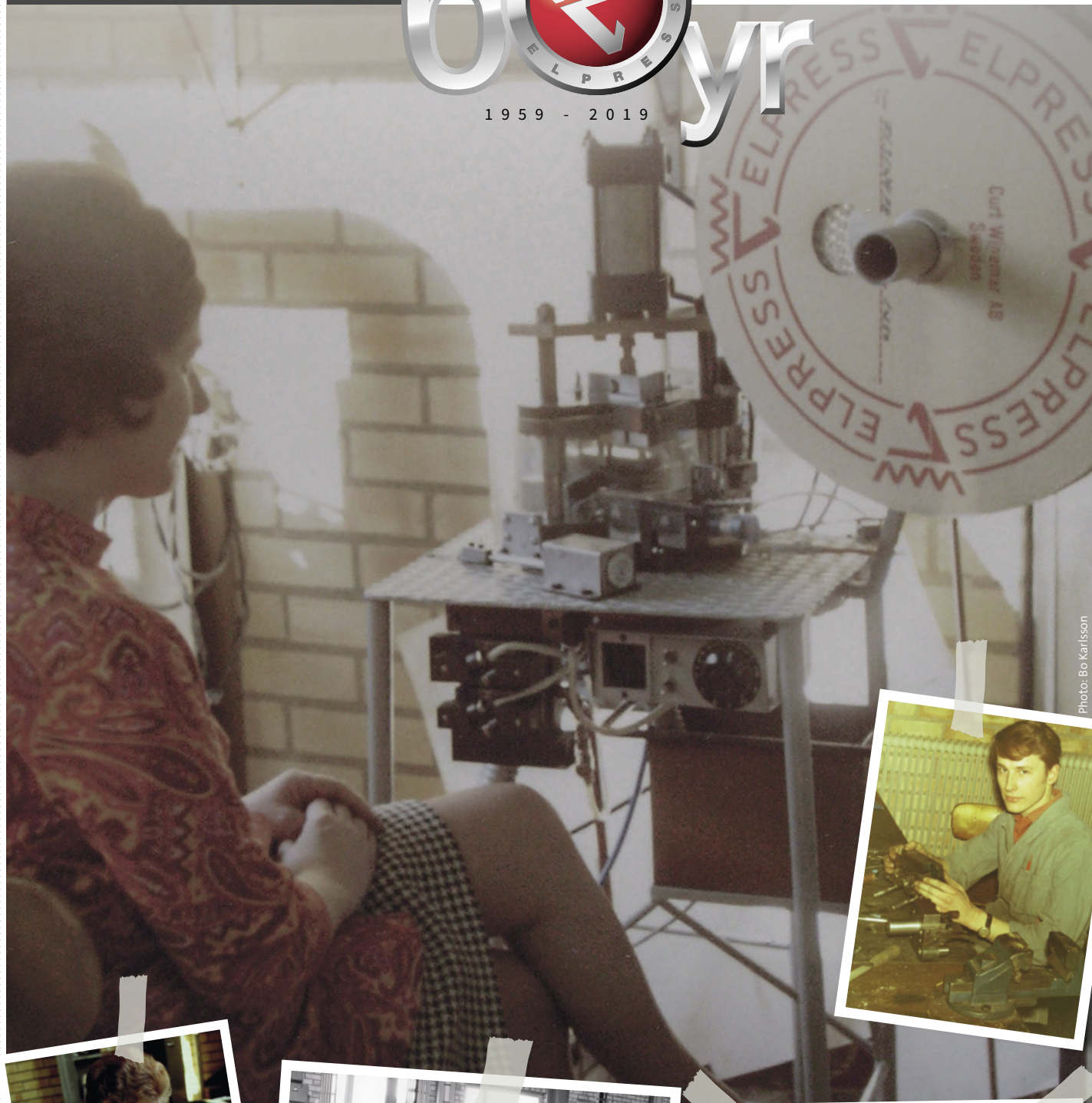


Photo: Bo Karlsson



# HKIG RECEIVES SEK 25 MILLION FOR RESEARCH

Elpress is part of the Höga Kusten Industrigrupp (High Coast industrial Group) – HKIG – where the region's leading technology companies work together on skills provision, research and development.

**T**he benefits of operating outside the metropolitan areas are many, especially in terms of quality of life, closeness to nature and cost of living. However, in recent years skills provision has become an issue that technology companies in the region are taking very seriously.

"Three years ago, we started the HKIG, a coalition for cooperation on these kinds of issues. Today, we have almost 40 member companies that together work with marketing, skills provision, recruitment, product and business development, and research and development," says Elpress CEO, Mattias Östman, who also sits on HKIG's board.

The investment has been beneficial.

"No company would have been able to pursue these issues individually, but together we have achieved a unique contact area for the exchange of experience and innovation. This in turn has, among other things, contributed to more and more people applying for the posts and degree jobs that we announce", continues Mattias.

Since its inception, Mia Wester has been the project manager of the association and has been responsible for building procedures for how the association will work regarding future engineers at different universities.

"For example, we invite students who can make study visits to companies to come here and take the opportunity to have informal conversations with ma-



*Elpress CEO Mattias Östman outside the entrance to Elpress. – Not many companies in the metropolitan areas can offer the proximity to nature and quality of life that exists in our region.*

nagers and engineers. We also visit joint job fairs at various universities to give information about our companies, degree projects and the High Coast region," says Mia Wester.

In just three years, engineers have set their sights on the region's companies and the number of candidates for vacant posts has increased.

"In a large company, there are often clear career paths within a single company. HKIG covers mainly small and medium enterprises – many of which are established brands in the global market. We highlight the exciting jobs and career paths that exist between the companies in our geographical area that is Sollefteå, Kramfors and Härnösand," continues Mia Wester.

Nine of the nearly 40 member companies recently applied for EU funding for research and were granted 25 million kronor for the SIKT project, which is for strengthened innovation, competitiveness and growth.

"Luleå University of Technology participates in the project, which specifically aims to give companies the opportunity for research to develop new or improve existing products or processes. For three years there will be a high tempo to the project, where the money can work and create value directly in the companies", Mia says.

Elpress sees unique opportunities to discuss and exchange experiences of product development and methodology with companies in the region and Luleå University of Technology.

"We do not just want to follow developments, we want to contribute to them. Our products are part of the future and SIKT is an opportunity for us to test and evaluate our own ideas in different segments," says Mattias Östman.

## Here, contacts are made for the future

Uniaden is a job fair in Umeå where companies meet students and establish contacts for the future. Elpress was on site together with HKIG.

**I**n January Johan Söderlund represented Elpress at the Uniaden days at Umeå university. A couple of years ago he was himself a recent graduate who was looking for an exciting job.

"I had never heard of the Elpress at the time, but my teachers talked a lot about the company and I was looking for a position as a product engineer. Everyone I came in contact with from Elpress was very nice and when I was offered the po-

sition I said yes. It was actually a bit of an aha! experience when I discovered that there were so many established technology companies in this area, not far from Timrå where I was born and raised," says Johan.

Today, he believes that more students have an eye on Elpress thanks to the High Coast Industry group that actively markets their member companies to the universities.

"Among a hundred exhibitors, our



*Elpress Product Manager Johan Söderlund at Uniaden in Umeå.*

stand was very well attended and the response was positive. Students from Umeå are interesting to us because they often come from the area and many times intend to stay here," says Johan.

# TRADE FAIRS THIS YEAR

We would like you to visit our stand at one of the fairs where we will be exhibiting this year. Welcome!

## Elmässan

– The meeting place for the electricity and lighting industry

16-17/10 Elmässan Stockholm, stand **G12**

In October it is again time for the Elmässan electricity fair, one of the strongest and most pronounced meeting places for the electrical and lighting industry. Elpress sees the fair as a meeting place where we can meet existing customers and also connect with new potential customers.



– The wind industry continues to grow and develop

20-23/5 AWEA Windpower Houston, USA, stand **2228**

2018 has been an historic year for the wind power industry, over 90,000 MW were installed overall and Elpress are part of that development. The AWEA Windpower trade fair increased by 10%, making it the largest trade fair of 5 years in its industry. As we approach the 2020s, wind energy continues to grow through technological development, cooperation with other sources of clean and traditional energy, where Elpress wants to contribute.



## 50 AR ELFAK 2019

– The Nordic region's largest meeting place for the electricity and energy industry

7-10/5 Elfack Göteborg, stand **B02:02**

The entire industry is at a point of change and for many it is a challenge to keep up. The power of change is therefore the watchword for this year's fair, and the emphasis is on offering inspiration and innovation, the possibility of networking and the exchange of skills and Elpress is of course on site.



## CWIEME BERLIN

– The world's largest trade fair for manufacturers of electric motors and transformers

21-23/5 CWIEME Berlin, Germany, stand **11A66**

For over 23 years, the CWIEME Fair has been at the forefront when it comes to the marketing of electric motors, generators, transformers and the Electrical Vehicles market. Elpress is on site to show our new items and products in the area.

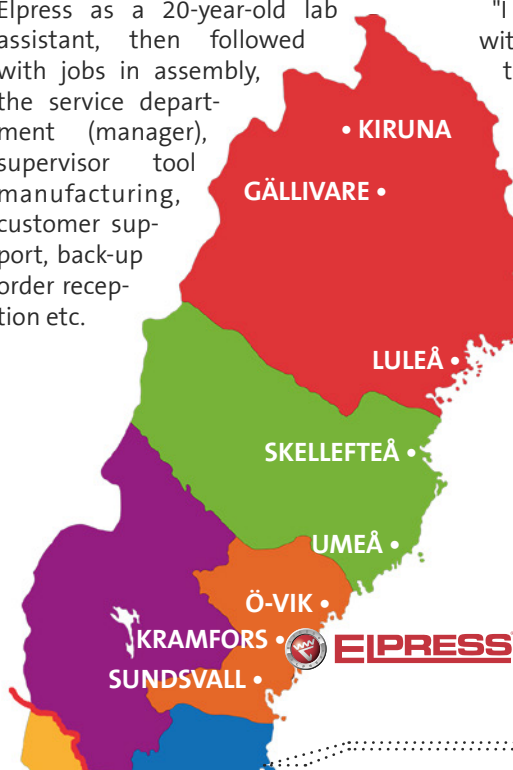


# A day in the life of a sales representative

– one is always welcomed selling Elpress products



**D**uring his 34 years with the company, Elpress sales representative for the Norrlands area in Sweden, Sune Dahlberg, has acquired an immense amount of knowledge and experience about our products and customers. He began his journey with Elpress as a 20-year-old lab assistant, then followed with jobs in assembly, the service department (manager), supervisor tool manufacturing, customer support, back-up order reception etc.



Today, Sune's office is mostly located in the car.

"Visiting our customers in the far North requires a full day's travel in the car, one way." That it might be lonely being the sole sales representative in Norrland is not something that Sune recognises.

"I have a really good collaboration with other suppliers and colleagues in the industry. We run mini trade fairs and make customer visits together, which is appreciated by the customers. We complement each other, we don't compete with each other."



Trade fair in Jyväskylä, Finland.

A day in the life of a sales representative is intense, but varied and fun. Exhibitions, customer visits and inaugurations are all part of the day. Here's what your activities might look like during a few weeks in spring:

- Visits to Ahlsell, Ö-Vik and Elektroskandia Umeå.
- Visits to Eitech and Selga in Umeå.
- Visits to Energiservice in Skellefteå, Selga in Skellefteå, Elektroskandia in Skellefteå.
- Electrical trade fair in Skelleftekraft Arena.
- Visit to Eluttaget in Skellefteå, and Elektroskandia in Ö-vik.
- *Jyväskylä exhibition in Finland.*
- Trip to Gällivare, 710 kms with stops in Luleå, visit Elektroskandia.
- Mini trade fair at Ferrum, Kiruna with Solar, MP-bolaget, PM-flex, Hide a light and Westal.
- Mini trade fair in Gällivare.
- Mini trade fair in Luleå.
- Store fair at Selga Umeå.
- Lunch meeting with Caverion in Skellefteå.
- Store fair at the Eluttaget.
- Info meeting at Skellefteå El.
- Mini trade fair Elektroskandia Skellefteå.
- Ahlsell in Umeå. Info meeting new C-clamps.
- *Inauguration fair Solar's new store in Umeå.*
- Visit Eitech, Ahlsell and Elektroskandia in Ö-Vik.
- *Store fair at Solar in Sundsvall.*
- Store fair at Störel in Sundsvall.



The inauguration fair Solar's new store in Umeå, Sweden.



Store fair at Solar in Sundsvall, Sweden.

# NEW EMPLOYEES AT ELPRESS

## *– Elpress continues to grow and develop*

One of the key words of Elpress is development, and that word applies both to the company, the products and of course the staff. During the spring, the growth in personnel has been significant. To meet customer needs and to support them in the best way, new appointments have been made in several areas within the company. Read about some of the new employees at Elpress below. Do you want to become one of us and join us on our exciting development journey? Send your CV to [rekrytering@elpress.se](mailto:rekrytering@elpress.se) and you could become one of our gang.



## PRODUCT TRAINING FOR NEW EMPLOYEES

Jason Jensen, Regional Sales Manager USA, Mike Nyhan, National Sales Manager USA, Anders Svensson, KAM for the Vehicle segment, all received in-depth training from Elpress product manager Sven Behring.



## YOUNG, KNOWLEDGEABLE ENGINEERS

We see getting young, newly trained employees into our team as extremely positive. The combination of employees with long experience in the company and relatively newly graduated students is very successful. Johan Söderlund (left), product manager at Elpress, welcomes Sofie Häggkvist, product engineer and Max Pheelan, Design Engineer, to Elpress.



## STRENGTHENING THE FINANCE DEPARTMENT

As the Elpress Group grows, there is automatically more for our finance department to do, which has now been strengthened with the addition of Tomas Tjernberg, Business Controller. Here, Thomas is welcomed by our CFO Daniel Forsman (left).

Started in Trångsund  
in 1959



1962 a new factory was  
inaugurated at Öd indu-  
stry park in Kramfors



1975 a new factory  
was inaugurated in  
Brunne, Kramfors



1977 Elpress was acqui-  
red by the investment  
company Karolin Invest

# ELPRESS celebrates

1959 the basis for Elpress was laid in a single basement premises in Stockholm. The founder, Curt Winemar (and his father Per Winemar), saw the conditions for establishment in Ådalen thanks to the industrial structural transformation that was going on there during the 1960s. 1961 the company moved into a makeshift premises in Kramfors.

**T**he company grew and in 1962 Winemars (as the company was called at that time) moved to larger premises in Öd, Kramfors. The company developed and had large expansion plans and in 1975 entirely new premises were built in Brunne, Kramfors, where the business is currently conducted. At that time it was a big venture with large production areas because the assembly machines required large areas and a lot of staff, unlike today when so much is automated. 1977 Elpress was purchased by Karolin Invest and for several years was its own business area within the Nordwin Group. In 2000, Elpress became a separate company again and since 2006 has been owned by the Lagercrantz Group. The market initiatives of the past few years in China, the USA and India have turned out well and have meant that Elpress today is a successful export company with many international contacts. Elpress now celebrates 60 years and has had a fantastic journey and development over the years.

**Share the stories about  
the company's history  
from those who have  
been employed at the  
company longest.**

**ARI KOKKO** was employed at what was then Nordhydraulik on 13th June 1974. From the outset he operated the automatic lathe, then he serviced crimping tools for a few years.



"For the last thirty-five years I have worked as a tool maker and been responsible for wire EDM. It is a fun and varied job, where we provide our own industry with tools. This can be anything from developing a completely new tool to a new kind of cable terminal, to repairing tools that we use for manufacturing," he says.

This summer Ari will have been with Elpress for 45 years.

The fact that Ari has spent so many years at Elpress is a lot to do with the fine community of colleagues.

"There are several of us who have worked together for many years, and this creates a special affinity," says Ari. The work has also been very varied and free, which has also contributed to my enjoyment at Elpress.

"The tool making department is mostly like it was at the start, the time clock has been digitised but otherwise we maintain as high quality now as we did then," he continues. Some modern machines have of course also been introduced to the business.

**1976** Olov Tjernberg was employed at Elpress and is now into his 43rd year at the company.



"I've been a tool maker almost all the time. It is an interesting job that is a lot about collaboration and problem solving, no two days are the same" he says.

There have been many good laughs over the years and one in particular he remembers very clearly.

"We had built a new machine and it was ready on a Friday. Because the CEO was coming by to inspect the machine on the Monday, someone was tasked to paint it over the weekend. What the poor chap did not know was that someone changed the paint pot from the usual metallic paint we use for our machines to a cream window colour. The foreman was not happy but the rest of us laughed a lot and the machine remained white for years," he says.

Little has changed in the tool making department.

"We still use some drawings that were here when I started. Organisationally it has changed a lot and in the other operations, processes have been digitised and automated, but in the tool making department we still perform a craft", he states.

1981 – 2000 Elpress was a business area within the Nordwin Group

1996 the Nordwin group was purchased by Atle

2000 Elpress became its own company together with the subsidiaries Elpress A/S and Elpress GmbH

2003 Elpress acquires Kablema komponent

2006 Elpress is acquired by the Lagercrantz Group

2007 Elpress Beijing, China is created



2016 Elpress Inc., USA is created



# 60 years



Construction of the new factory in Brunne.

**STEFAN SJÖDIN** has been employed at Elpress the longest, more precisely since 25th June 1973, i.e. 46 years.



"I started as a milling machine operator down at the old Winemars factory in Öd. In 1975 we moved to the current premises. For many years I was in the tool making department, but since 1996 I have been working as a production developer to develop new machines for our own production. The tasks also include servicing, maintenance and repair.

One of my memories is when the Swedish King and Queen visited.

"I don't remember exactly what year it was but I remember that we had purpose built a wagon that the royal couple would sit in when they went through the factory behind a forklift. The best forklift drivers were very fast and so for safety we added a block of wood under the accelerator so that it would not go too quickly. I also remember that the Queen had a yellow dress and a yellow hat and that she waved to us as they rolled by", says Stefan.

The working environment has become much better over the years he thinks.

"It was crowded and hot at the beginning I remember. There is still some noise, but we protect ourselves better today. Much of the manual hand pick jobs have been replaced with automated processes", says Stefan.

**INGRID WANSU-LIN**

has worked at Elpress For 42 years, since 1977. During her first years she stood at a lathe, but at the beginning of the 1980s she ended up at the warehouse, which then was located in Brunne.



"A large part of the job was to weigh the cable terminals and to help me I had small shop scales. I remember how initially we made the labels ourselves and that it was a very fiddly job, where we first had to ink and set the type blocks with tweezers and then hand-crank the labels. In other words, a big difference from today when everything is digitized," says Ingrid.

In 2007 the warehouse moved to the current premises in Frånö.

"Of course there are times when I am still at the packing table but today I am responsible for planning custom orders for Samhall so there is also a lot of time in front of the computer and I also do some purchasing.

A lot of the manual work has been automated," Ingrid says.

"But we're still just as keen that the right customer should get the right things, it is just as important now as it was back then," she says.

**WHEN** Lillemor Karlstedt was hired at Nordhydraulic on 6th May 1974 she started in the workshop with various tasks.



"In 1976 I started as a setter, I prepared the machines for use. I worked in the tool making department for several years. We had a lot of fun and I remember that the boys appreciated that I often brought buns to work. At the same time that my first child was born the doctors told me that I had an allergy to nickel, so after my maternity leave I studied so that I could come back to an office job", she remembers.

Since 1987 Lillemor has worked in the design department.

"When I started, people used a drawing board, you stuck down a sheet of paper and drew with a pencil and ruler. In 1989 we started digital drawing in Auto-cad up until 2003 when we moved over to Solid Works.

These days Lillemor develops custom drawings and tenders.

"When I started here, the computer barely existed, today all work is done in front of a screen, so there has been a big change there. What has not changed is how eager we are for customers to get what they request and that we always do our utmost to meet our customers' expectations," she says.

After 45 years, it is really time for Lillemor to retire.

"But I refuse to stop! I enjoy it and it is still fun to go to work every day so I'll start by reducing my hours a bit," she says.



# StationOne

## – NEW MARKET PLACE FOR TRAIN MANUFACTURERS

French company, StationOne, provides a digital platform where selected suppliers place products for sale.

**“**Think Amazon but optimised for train manufacturers. The initiative is unique to the industry and it will be exciting to see if this could be an interesting channel for our customers,” says Sven Behring, Product manager at Elpress.

The advantages of StationOne are many, both for Elpress and for the end customer.

“For us it means an opportunity to test how our customers respond to e-commerce in our industry. We reach out directly to a global market for train manufacturers and StationOne provides a platform where it is easy for us to administrate the orders,” says Sven.

In the search engine, the customer can filter their requirements and with a few clicks see the complete range internationally, and also purchase products

from different manufacturers in one and the same order from StationOne.

“The range includes electronics for new projects as well as for maintenance and refurbishment of trains. In addition, the market place maintains high standards in terms of quality in the choice of suppliers,” says Sven Behring.

The order placed on StationOne lands at the Elpress warehouse in Kramfors and is prepared directly for shipping to the customer. The information about the products seen in the search engine is a direct reflection of the information in Elpress’ new PIM (product Information Management) system.

“This means that we can guarantee that all information is up to date,” adds Sven.

StationOne has been running since the 19th of January this year

and the Elpress range is still limited on the market place.

“In the coming months we will be putting up more products,” Sven Behring assures us. ■



## "We gather our offer with Vehicles"

The merging of the two segments, Traction and Automotive, will make it easier for Elpress customers.

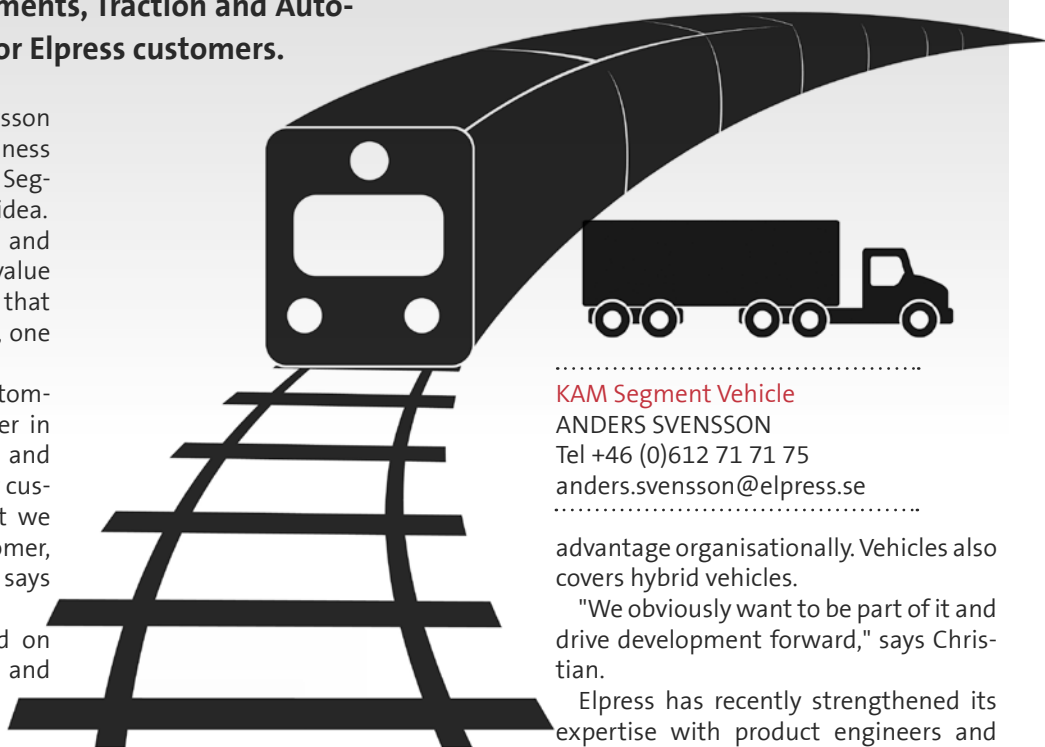
**W**hen Christian Alexandersson took up his post as Business area manager for Global Segments, about a year ago, he had an idea.

"I had noticed that our Traction and Automotive customers had similar value chains. We even had subcontractors that had two contact persons at Elpress, one for each segment," he says.

"For the convenience of our customers, we are now gathering our offer in the new segment, Vehicles. Closer and more effective cooperation with our customers' subcontractors means that we can become clearer to the end customer, which in turn is a key to success", says Christian.

Traditionally, Elpress has focused on four segments, of which Traction and Automotive were the two smallest.

"Now the three remaining are more evenly sized, which is also an

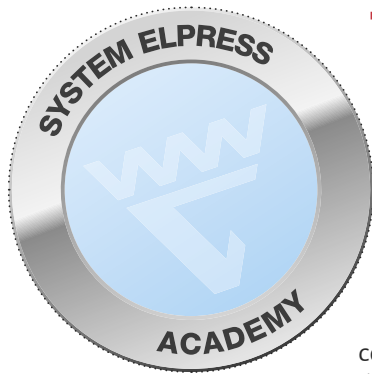


**KAM Segment Vehicle**  
ANDERS SVENSSON  
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advantage organisationally. Vehicles also covers hybrid vehicles.

"We obviously want to be part of it and drive development forward," says Christian.

Elpress has recently strengthened its expertise with product engineers and sales staff for all segments. ■



## TRAINING IN FOCUS

At present, extensive work is underway to develop a new training platform for Elpress services within Academy and E-learning.

"We are still at the initial stages of this work, but we are now putting great resources into producing digital training material for our industrial customers," says Christian Alexandersson, Business area manager for Global Segments.

It is mainly educational films aimed at electric power plant personnel, transformer manufacturers, train manufacturers and wind turbine manufacturers.

"Trained personnel ensure the quality of our products and services in System Elpress. The new training platform means

that we can effectively provide our customers with customised training and further training within each segment," says Christian Alexandersson.

E-Learning will not completely replace the physical training that Elpress offers today.

"We will continue to train "superusers", but in this way we can offer adequate training to far more users," says Christian.

Responsible for Academy and E-learning is the very experienced Liselotte Hellgren-Wågström who has many years of experience training Elpress customers. The platform is estimated to be operational within six months.

**If you have any suggestions for training, please contact:**

LISELOTTE HELLGREN WÅGSTRÖM

Mobile +46 70 686 78 67

liselotte.wagstrom@elpress.se

## New distributor in Thailand

Name: Tan & Sons Corporation Limited

Website: [www.tanandsons.com/en/](http://www.tanandsons.com/en/)

Place: The province of Samut Prakan, located directly adjacent to Bangkok, in the southeastern corner of the capital.

Elpress continues to expand its distributor network and Tan & Sons is the new Elpress partner in Thailand, which also includes Cambodia and Laos. Tan & Sons is also a distributor for other prominent European products/brands intended for the manufacture of power transformers etc. After having met for two years in a row at the Coil & Winding fair in Berlin, it led to a meeting

in Thailand and later an agreement to become an Elpress dealer.

Parts of the company have been at training in Kramfors, and Elpress' Michael Flaaten has also made a launch trip in Thailand where they jointly visited 5 of the most important customers in the electrical machines segment. We look forward to long-term cooperation with our new partner in Thailand.

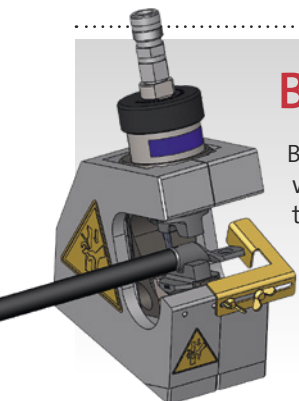


## Elpress US opens new warehouse

Elpress, Inc. has moved and expanded its North American warehouse and logistics centre. The warehouse that was previously in Sturtevant, WI will now be located in Addison, IL. The new warehouse is located very close to O'Hare International Airport, one of the main transport hubs in the United States. This strategic site will enable Elpress, Inc to offer the same high level of support and short delivery times to our North American customers that Elpress has long been known for in other markets around the world.



Carsten Mathiesen, Business Area manager Global Sales, at the new warehouse in the US.



## Bench stand V1300C2 - customised tool solution

Bench stand V1300C2 is a table stand where the crimp head V1300C2 is mounted in a simple and quick way. The bench stand is intended to be used for cable harness manufacture. It can be used both when crimping copper connec-

tions up to 400 mm<sup>2</sup> and aluminium connections up to 400 mm<sup>2</sup>. The stand is made of the same high quality steel as the fork, all with focus on quality and long life. There is also an adjustable position that makes it easier for the crimp to be positioned in the right place.

## 《 PRODUCT NEWS 》

# New assortment box of unbreakable plastic

RPL605 is a complete assortment box for professional work, containing terminals and tools. The box contains 600 insulated connecting elements 0.5-6 mm<sup>2</sup>, 3 coupling strips and tested and certified crimping tool GSA0760 Miniforce and stripping tool SCT001. The box is made of unbreakable plastic with polypropylene walls and polycarbonate lid. Practical and securely designed to be stackable with removable inserts, perfect for easy refilling of terminals. The box comes with two empty inserts, the user can load their own items according to their needs.

### Contents:

- Certified Crimping tool GSA0760, crimp area 0.5-6 mm<sup>2</sup>
- Stripping tool SCT001, cuts and strips 0.5-6 mm<sup>2</sup>
- 600 pcs. Insulated terminals 0.5-6 mm<sup>2</sup>

### RPL605

Weight: 2.05 kg.

Length: 246 mm

Width: 171 mm

Height: 56.5 mm



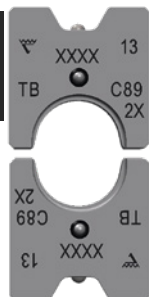
# New dies for C-Sleeves

## THE 600 SYSTEM

### TBC89-B13 replaces TBC4-C8-9

The new die, TBC89-B13, replaces TBC4-C8-9. The reason is that the BC4-die is no longer used for the new range of C-sleeves. The BC4-side in the old TBC4-C8-9 die is now left unused. We are therefore replacing the C4 die nest with the B13 die nest used for crimping of Cu terminals.

### TBC89-B13



## THE 250 SYSTEM

### B25C15 replaces BC15

B25C15 is a new, integrated die for the V250 system. Used for crimping C-sleeve C95-120. The new die requires only 1 crimp. This makes it more efficient compared to old die BC15, which required 3 crimps for the corresponding result. New die B25C15 does not need a die holder and replaces BC15.

### B25C15



# Strengthened service on the Norwegian market

Norwegian Hydraulikkteknikk has been a new service partner for Elpress in Norway for a few months now.

**“**We are very excited about this opportunity. As an Elpress service partner, we strengthen our relationship with our existing customers and have the opportunity to be even more responsive to their needs. In addition, it opens up collaboration with new customers”, says Kenneth Lundgreen Hole at Hydraulikkteknikk.

The company, which supplies high quality hydraulic products, has its premises ten minutes north of Oslo.

“In addition to the services our service department offers in the form of repairs, checks, calibration and certification of tools, we also have a generous stock of Elpress tools and products,” Kenneth continues.

As a service partner to Elpress, Hydraulikkteknikk's staff has undergone technical training in Kramfors.

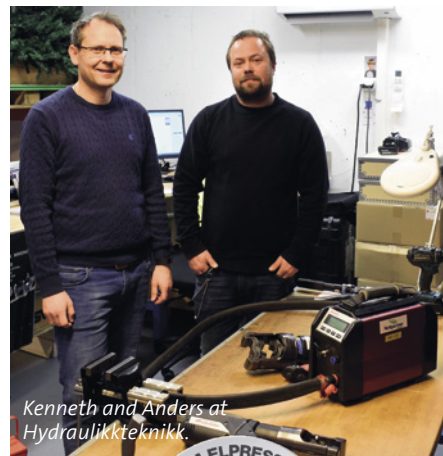
“The only way to ensure that crimped



**The only way to ensure that crimped cable lugs maintain a high and consistent quality is to check the crimping tools regularly.**



cable lugs maintain a high and consistent quality is to check the crimping tools regularly. We are pleased to offer service locally on the Norwegian market and thus facilitate the Norwegian customers of Elpress” Kenneth says.



Kenneth and Anders at Hydraulikkteknikk.



## Bought an Elpress tool?

In order for Elpress to be able to effectively communicate essential information about the product and its use to you, it is important that the product is registered with Elpress.

On the Elpress website there is a form that you can easily fill in and register your product. When you use the form on the website, you will receive an additional year of warranty for your registered tool.

On our crimping tools there is a small folder attached, in the folder there is a QR code that you can scan and go directly to the form on the website.

**Would you like a one-year extended warranty?\***

Register your tool at [elpress.se](http://elpress.se).



*\*to receive the warranty, the tool needs to be used appropriately and serviced within specified service intervals*

## COMPETITION

Answer our 3 questions correctly and you'll have the chance to win an exclusive copper thermos flask. A thermos flask will be awarded to 3 winners chosen from those who answer correctly.

### QUESTIONS

**1. When was Elpress acquired by the investment company Karolin Invest?**

- 1. 1977
- X. 1949
- 2. 1975

**2. What is the name of Elpress' new service partner in Norway?**

- 1. Hydraulikkteknikk
- X. Hydraulservice
- 2. Hydraulpartner

**3. What is the name of the association of which Elpress is a member and collaborates on skills provision, research and development?**

- 1. HKIG
- X. SIKT
- 2. HGIK



Send your answers by 13/5 to:

**ELPRESS AB, Box 186, SE-872 24 Kramfors, Sweden.**

via mail to: [jeanette.ronnberg@elpress.se](mailto:jeanette.ronnberg@elpress.se).

The correct answers and winners will be announced on our website, [www.elpress.us](http://www.elpress.us), on 20/5.

## STAFF NEWS



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