

ELPRESS MINIRANGE OF BATTERY-POWERED
CRIMPING TOOLS

PAGE 6



ELPRESS ESTABLISHES IN THE US



ELPRESS MUST HAVE A PRESENCE IN ORDER TO BEST
MEET THE CUSTOMERS' NEEDS, THIS MEANS
BOTH PHYSICAL MEETINGS WITH CUSTOMERS AND
LOCAL INVOICING, SERVICE AND
STOCK-KEEPING OF PRODUCTS



PAGES 4-5



During the training course they learned how to check that the completed crimping result was good. Participants made use of Elpress tool strips and crimp gauges for the transformer system.



Installing contact-crimped terminals in transformer.



Some of the staff at MBT in Vietnam who took part in training in the Elpress Transformer System. The training course was provided by Liselotte Hellgren Wågström from Elpress, on the left in the photo.

TRAINING PROVIDES QUALITY

– MBT Hanoi's engineers and operators were trained by Elpress.

Elpress Key Account Manager for Electrical Machines, Michael Flaaten, joined forces with Liselotte Hellgren Wågström in March to visit the MBT company in Hanoi, Vietnam. The purpose of the journey was to meet our newest customer in the Electrical Machines segment and to train their staff in the use of Elpress products.

MBT company manufacture Distribution Transformer and chose Elpress as their business partner after analysing the various alternatives that the market had to offer.

Mr Tran Van Nam, Head of MBT says: "Our vision is to build up MBT to become a world-class transformer manufacturer and to achieve that goal we want to work with products of high

» **Elpress is one of the suppliers chosen to achieve this goal.** «

quality. Elpress is one of the suppliers chosen to achieve this goal."

MBT has a very high ambition for quality and in addition to its domestic market in Vietnam they export transformers to a number of countries. They view investing in systems training of their engineers and operators as being an extremely important element of their work on quality. ■

MBT.

MBT, Ha Noi Electric Distribution Transformer Manufacture JSC

is a professional manufacturer of:

- LV & MV Switch Gear, transformer station.
- Single-phase and three-phase transformers with voltage up to 35 kV and capacity up to 16,000 KVA.

www.mbt.com.vn
mbthanoi@gmail.com

PREMIERE FOR THE NEW ELPRESS WEBSITE AT ELFAK 2017

Elpress will be exhibiting at the Elfack trade fair in Gothenburg on 9-12 May. Elfack is the biggest meeting place in the Nordic Region, where the whole electricity and energy sector shows new products and solutions. 25,000 people involved in the electricity and energy sector meet up here to do business, make contacts, find new solutions, pick up inspiration and share knowledge.

Naturally we seize the opportunity to exhibit Elpress's new products to all these visitors, and to show customers and business partners what we have to offer in the form of service and training.

The trade fair will feature a major focus on our new website, which will be pre-



If you fill in a quiz sheet, where the answers can be found on the new Elpress website, you can join in and compete for an iPad Mini.



Feel free to visit us at Elfack, Stand B02:02.

miered in connection with Elfack. As well as a new design based on our updated graphic profile, it will be much easier and quicker for customers to find the right information about our products.

Visit us at Stand B02:02 and take part in a quiz in which you find the answers on our new website. The first prize is an iPad Mini. ■

When: 9-12 May
Where: Swedish Exhibition and Congress Centre, Gothenburg
Stand: B02:02

University project: Internet of Things

Not only people, computers, machines and equipment are connected. More and more "things" such as tools, gadgets, etc. will also be connected, making it possible to collect, save and distribute data in totally new ways. Michael Lindell, a university student from Uppsala, chose Elpress for his university project and over a period of five months he will be investigating whether smart, connected tools can make life easier for the operator or owner of a tool. His hypothesis is that this will be the case, so the follow-up question is: – What kind of functions will improve their use? Examples of functions may include: verifying a good crimp, locating or locking the tool if it is stolen (using GPS data), transmitting the tool's status and reminders of service intervals, etc.

So what does Michael (originally from Stockholm) think about spending five months in Kramfors while he produces his university project?

What are your first impressions here in Kramfors?

"To be totally honest I had no expectations when I started my university project, and so far everything's worked out well. Everyone I've been in contact with has been really welcoming, which I really appreciate. It's also the first time I've been away from home for so long.



"I've only spent 1-2 months away before, so it's been an exciting challenge to live alone and really look after myself. A big step in my personal development to become an 'adult'."

What do you do in your spare time in Kramfors?

"I do a lot of exercise and plan to take part in an Iron Man competition known as 'Tough Viking' in Stockholm on 26 August. It's a 15-kilometres long obsta-

cle course. Last time I set a new personal record with a time of one hour and 45 minutes. The plan is to improve on that.

As well as exercising, I enjoy exploring the surrounding area. There's lots of wonderful countryside around Kramfors where you can go for a walk and relax. And if there's time left over, I enjoy computer games such as World of Warcraft." ■

ELPRESS ESTABLISHES



Since March this year Elpress has been on site in its own premises in Chicago, Illinois.

“Previously we’ve mainly been working in the American market with global customers, such as ABB, Siemens and Vestas, demanding industrial customers in the rail, transformer and wind power industries. Now we’re taking the plunge so that we can meet customers in the local market,” says Carsten Mathiesen, Business Area Manager, Global Sales, who is responsible for carrying out the initiative in the USA.

He has plenty of experience in this context. Ten years ago, he was the one who established Elpress in China. A market that has grown exponentially over the last ten years.

He knows from experience that you have to invest to make gains.

“Elpress must have a presence in order to best meet the customers’ needs, this means both physical meetings with customers and local invoicing, service and stock-keeping of products with the UL standard,” believes Carsten.

Elpress CEO Mattias Östman agrees completely.

“The opening of the new premises was preceded by a comprehensive market study. We listened to our existing customers, and what they say is that they need a business partner that can operate locally in the same time zone,” he believes.

“Our skilled sales force and engineers have done an amazing job so far, which has contributed to Elpress’ strong growth in the USA, Canada and Mexico over the past five year, but now we simply have to move up a gear in order to grow as predicted,” he adds.

» **Now we’re taking the plunge so that we can meet customers in the local market** «

Carsten is in Chicago establishing our new office and recruiting the persons who will be the new employees of Elpress Inc. in the United States, beyond himself.

“Initially we’ll be focusing on broadening the customer base in the transformer, wind power and train manufacturing segments,” he adds.

What sets Elpress apart from many other operators in the market is the emphasis

IN THE US



they place on offering a complete solution, as well as technical advice and consultation. A high degree of quality awareness and an equally high service level are other important factors that have also contributed to the necessity of a local base.

"Our customers will notice an immediate difference, partly in terms of response times as we now avoid the delays that the time difference meant in our dialogue with customers, and partly with our capacity to keep our own local stocks of a bigger number of products than our distributors were able to do. We expect delivery times of 1-3 days in the future, compared with the past when we shipped most things by sea, which took 3-4 weeks," says Carsten.

The choice of Chicago as a base was largely because of good conditions in terms of the infrastructure.

"For one thing, we have a lot of existing customers in the area, but above all Chicago is unbeatable when it comes to air transport, both for goods and for our ability to quickly visit customers in the USA, Canada and Mexico," believes Carsten.

Another advantage is the fact that Elpress's owner, the Lagercrantz Group, is in the same building and can provide help in the initial stage.

CEO Mattias Östman has the utmost faith in Carsten to bring home the initiative.

"Carsten is a meticulous, dedicated employee and I feel certain that he's the right man in the right place, and I look forward to visiting him and the team in Chicago soon," he says. ■



WANT TO JOIN US?

We are looking for experienced staff who wants to work with and secure Elpress' continued expansion into the US market.

Interested?

Contact Carsten Mathiesen

E-mail: cm@elpress.us

Telephone: +1-331-814 2910

Cell phone: +1-331 201 6609

《 PRODUCT NEWS 》

Elpress Mini – range of battery-powered crimping tools

The Elpress mini tool in a new slimmer design with a high performance Li-Ion battery that streamlines your work with its improved battery capacity. The tools replace the current PV130 range and the PV350.

- Single-handed operation for easy control of all tool functions
- Easy to use due to its low weight
- High-performance 10.8 V Li-Ion battery – with indication of charge status
- Easy and comfortable to use with one hand thanks to its ergonomic 2-component housing with grip-friendly protection



PVL130S

Electro-mechanical
crimping tool
0.14 - 50 mm²



PVL130P

Electro-hydraulic
crimping tool
0.14 - 50 mm²



PVL350

Electro-hydraulic
crimping tool
6 - 70 mm²



PVL130L

**Winding switch
in Transformers**
Electro-hydraulic crimping
tool for 30 A and 63 A.



WE'RE RENOVATING...

By taking out a server room and demolishing a few walls, large spaces were opened up to create an improved open-plan office for our order processors. A total of seven people will be housed in the newly renovated premises, which are expected to be ready in April-May. This year it will be ten years since Elpress moved its warehouse and order processing unit from production in Brunne to the new premises in Frånö.

Joint framework for all partners

In a project that will last for the next two years, Elpress is drawing up a joint framework for all partners in the global market. Karl Hellström is a graduate in Business Administration who has been hired as the projects manager.

"The purpose of a joint framework with clear goals and plans is the opportunity to support distributors in a joint way and to create growth for both parties. A win-win situation.

The new framework will be tested in the spring and summer as a pilot with three or four partners.

"After that, both the framework and the project itself will be evaluated before we proceed with implementation for all partners," emphasises Karl Hellström.

His ultimate hope is that the framework will contribute to an increase in sales on the global market via both new and existing partners. ■

DO YOU NEED TO HIRE A TOOL?

– Elpress is successful in hiring out crimping tools and pump systems.

Demand for hiring has increased in recent years, so Elpress has made sure to meet the market's needs.

"With an ambition to be our customers' best service partner, down the years we've developed hiring so that it best meets our customers' expectations and needs. We can now offer a broad range of tools for a number of different crimping operations," says Marianne Pein Grimm, who is responsible for hiring in Denmark. Roger Andersson, who is responsible for hiring in Sweden, can confirm that demand for hiring tools from Elpress has increased.

In close dialogue with the customer, Elpress handpicks the equipment and the tools are delivered in a box together with a comprehensive user manual in order to achieve a safe result.

There are plenty of projects, big and small, usually involving customers who do not have a tool or customers who are working on a specific project. Unique projects in the form of a limited number

of crimps can mean that it is more profitable for some customers to hire a tool from Elpress than to buy a new one.

"When an investment in a new tool is disproportional to the amount of work, we can make life easier by offering to hire the tool on a daily basis," explains Marianne.

"I'd like to add here that the tools available to the customer are always of the latest model and recently inspected or serviced," she says.

Hiring is also provided with the Elpress system mindset, where connection and tool are of the same standard, tested and certified.

"Our main task is to make sure that the customer has a tool that fits the cable and terminals. We're there to offer support for our customers in all tasks – both small jobs and special projects," says Marianne. ■



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Passion **FOR** business

Trust, passion, quality and development are four key concepts in Elpress' long-term work on core values.

— All employees within Elpress have been involved and had their say in a major employee survey, and based on the results management has developed four terms to be important guiding principles for the Elpress brand, explains Lena Nordlander, who drew up the guidelines for work on the core values.

Work will take place internally in the spring to achieve acceptance.

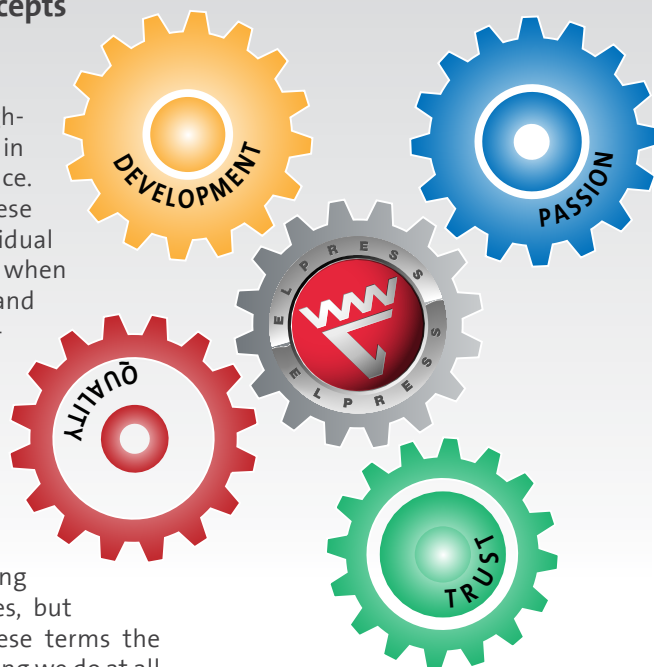
"Words are words. The important thing is of course how Elpress customers spontaneously perceive the brand in everyday meetings and contacts. To achieve our aims, the terms Trust, Passion, Quality and Development must pervade Elpress's operations from the employees' perspective. Now that we've defined the direction in the form of these four terms, we can focus on the practical task of internal acceptance of the terms," believes Lena Nordlander.

It is important to highlight three perspectives in the order to gain acceptance.

"We talk about what these terms mean to each individual at the workplace, both when working with customers and in contact between colleagues," says Lena.

In due course 'trust, passion, quality and development' will pervade all work within Elpress.

"It's not about printing a smart folder and waving it in our customers' faces, but rather about making these terms the starting point for everything we do at all levels in the company, in both decision-making and in how we view our own contribution at work. Every single employee is important and significant in El-



press's quest to deliver quality and meet our customers' requirements," confirms Lena. ■

Answer our three questions correctly to have a chance of winning a stylish sports bag. We will draw three winners from the correct entries.

COMPETITION

QUESTIONS

1. In which year did Elpress move its warehouse from Frånö?

- 1. 2006
- X. 2007
- 2. 2008

2. What stand number will Elpress have at the Elfack trade fair?

- 1. B02:02
- X. C02:02
- 2. D02:02

3. Where in the USA has Elpress opened its new office?

- 1. Washington
- X. Los Angeles
- 2. Chicago

Send or fax your answers by May 29 to:
ELPRESS AB, Box 186, SE-872 24 Kramfors, Sweden. Fax no. +46 612 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 31 May.
 Any tax on winnings is payable by the winner.

Gazelle Prize for Elpress A/S



Elpress staff in Denmark, front row from the left: Jeanette Aasborg, Mette Noesgaard, Marianne Grimm, (Maria Hartmann Jespersen). Back row from the left: Per Sørensen, Peter Siegfredsen, Carsten Mathiesen, Kim Hansen and Per Nørgaard.

Elpress A/S in Denmark has won the 2016 Gazelle Prize. A Gazelle is a company that has seen significant growth for four successive years and has in total at least doubled its net sales or gross profit during those four

years. The Elpress Denmark team is very pleased and proud of the attention that the prize has brought the company, and they are working hard to be a Gazelle company in 2017 as well. ■

JUST A MINUTE

RANI MEERE

TRAINEE
ELPRESS



You come from Damascus in Syria and had only been in Sweden a few weeks when you became a trainee at Elpress, how has this initial period been?

"I've worked in the tourism industry in Syria and Turkey, so Elpress was totally unknown to me. A quick google revealed that I'd been fortunate enough to find a well-respected company with a high level of quality consciousness and an exciting global market. I've had a very warm reception, and I really appreciate my working conditions, the time allocated to each project is sufficient for me to do a good job."

What are your duties?

"Apart from studies relating to the tourism industry, I took the High National Diploma of Computing in Syria, and that's the kind of work I'm doing at Elpress. At the moment I'm photographing 560 products for our catalogue. There have also been some illustrations and other marketing projects. In parallel with this I'm learning more about the products and System Elpress."

How do you view the future, for you and for Elpress?

"There's no doubt at all that Elpress has a bright future, the company is expanding globally and refining its products and services all the time. On a private level I also feel optimistic. When my wife and I were offered housing in Stockholm we declined, we've both settled so well in Kramfors that we're happy to stay here. When the war is over in Syria it will take several generations for the country to return to the way it once was, so we're looking to make the most of our lives in Sweden now."