



# INDIA

IS THE NEW CHINA



**COMPETITION**

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» TO DATE, WE'VE MAINLY FOLLOWED ALONG WITH OUR EUROPEAN CUSTOMERS TO INDIA. BUT NOW WE'RE READY TO CULTIVATE THE INDIAN MARKET AND FIND NEW CUSTOMERS. «

## 《 PRODUCT NEWS 》

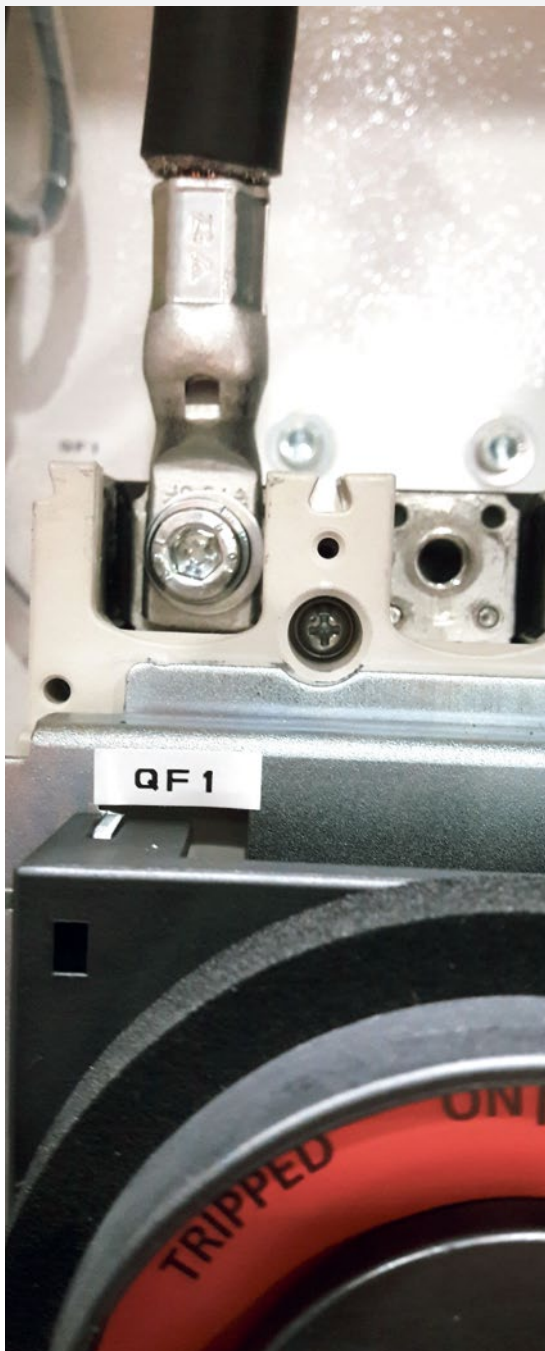
# Elpress tube terminals KRFS

## - with extra narrow palms

The Elpress KRFS series is a new series of tube terminals with extra narrow palms and a surface area of 50–300 mm<sup>2</sup>. The palms have the same width as the tube diameter, which enables pre-installation of cable terminals through cable glands.



- for stranded or flexible Cu conductors Class 2-6
- designed for tight spaces
- easy to install via cable glands
- enables pre-installation
- Cu 99.95%, tinned Cu/Sn
- inspection hole
- the products are tested with Elpress tools per IEC 61238:1
- compatible with Elpress KRF crimping system



Elpress standard KRF terminal, KRFN with slightly narrower palm, and the new KRFS with extra narrow palm.

Terminals with narrower palms can be required when connecting certain components, such as switches.

# « CAMPAIGN OFFER »

## V611

### – KIT WITH 100 C89 SLEEVES

*Hydraulic hand tool with TBC4-C8-9 dies  
and 100 C89 sleeves*



#### V611

Hand tool with 6 tonnes of press force.

#### V611 contact crimps:

- Cu connection types  
KRF/KSF 10–150 mm<sup>2</sup>
- Al connections 16–25 mm<sup>2</sup>
- C-sleeves 6/6-50/50 mm<sup>2</sup>

#### Data:

- rapid feed up to jaw gripper enables short crimping times
- weight 2.5 kg
- dimensions 425 x 115 x 53 mm
- crimp force 60 kN (6 tonnes)



#### C89

The patented C89 sleeves are used for joining and branching of stranded CU conductors for earthing and for lightning arrester installations. Especially useful for earthing in soil.

C89 has a unique application area of 50–100 mm<sup>2</sup>, depending on the sum of the two conductors' cross-section areas.



#### TBC4-C8-9

Crimp dies for crimping C89 and C4 sleeves.

#### Possible combinations:

Combination (Conductor 1/Conductor 2)	Sum area, mm <sup>2</sup>
16/35	51
16/50	66
25/25	50
25/35	60
25/50	75
35/35	70
35/50	85
50/50*	100

\* For side feed only

## FOR MORE INFORMATION

– contact your local distributor or Elpress representative

# INDIA IS THE NEW CHINA

As of 1 May, Elpress has a country manager in India.

**“What we saw in China ten years ago we’re seeing in India today,” says Christian Alexandersson, Elpress business manager for the Global division. “India’s GNP is expected to grow by about 8% in the immediate future and this makes the market especially attractive.”**

**ff** The potential in India is substantial, but we must have a presence in the country to benefit,” says Elpress business development manager Christian Alexandersson.

He travelled to New Delhi in November to appoint the company’s first country manager for India.

“This is a position that entails support for our existing customers but the goal is naturally to increase sales in all segments in India,” says Christian.

Among those interviewed, it was soon apparent that there was one given candidate for the job.

“Sumit Sharma is an engineer who specialises in sales. He’s previously held similar positions for international companies and will have his base in Business Sweden’s offices in New Delhi.”

Elpress is primarily oriented to European companies active in India and Sumit Sharma will be spending considerable time travelling.

“To date, we’ve mainly followed along with our European customers to India. But now we’re ready to cultivate the Indian market and find new customers,” says Christian. “It’s going to be exciting to see what the country manager initiative will ultimately entail. If things go well, it

might be that Elpress increases representation in more countries in this way.” ■

## Contact information:

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## Enhanced quality control and environmental management

**Tobias Norlin is responsible for the quality and environmental organisation at Elpress and sets his sights high.**

**“Our goal is to never make any mistakes at all,” he says.**

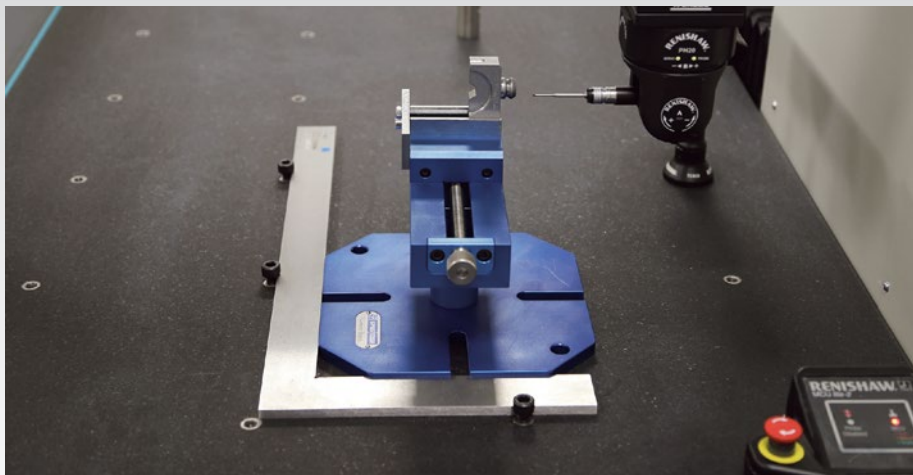
**T**he internal quality control project Q-lyftet is intended to be at the absolute leading edge.

“We need awareness of where in the chain we have potential for improvement and we acquire this through a thorough process in which all employees participate,” says Tobias. “Each one of us is an extremely important cog in the wheel and the goal is to identify weak points and discover impending problems before they occur.”

Internal training for all personnel and a new measurement device has quickly brought increased risk awareness and good measurable results.

“Based on the views of our customers and our employees’ knowledge of their respective areas,” Tobias points out, “we’ve asked ourselves questions such as: How great is the risk of a problem occurring? How often can it occur? Are we dealing with a low risk or high? What kinds of routines do we have for detecting problems? Why did the problem occur?”

“We’ve been working systematically since 2004 with our important environmental goals and all employees have been trained. The energy survey has already resulted in reduced con-



*Measurement of crimp dies underway with the 1300 system. With our measurement device, we can ensure the quality of the measurement process through finished measurement programs and set blades for component tensioning.*

sumption of electricity and water, and we’re working actively with replacing existing chemicals with those that have less impact on the environment but without sacrificing the quality of our products.”

Moreover, major emphasis is being placed on waste sorting of all fractions and how waste is sorted. We have already achieved a reduction of 85% and the goal is 0 tonnes of industrial waste by the end of 2020.

“Environmental management has become a part of doing business and Elpress is very engaged in this,” Tobias notes. “All measurement figures are followed up on a monthly basis and new ways of working and action plans are systematically implemented. Everything is pointing to exceeding our goals this year.”

Elpress is certified per the updated standards ISO9001:2015 and ISO14001:2015. ■

# Safe hydropower production for the future

When during the spring ABB won the contract for refurbishment of the Norwegian hydropower plant Nore I, John-Hugo Pedersen, sales rep for Elpress, had been following the process with considerable interest since the summer of 2017.

“Norwegian Statkraft had several hydropower plants in need of refurbishment, so for a project like this, it was good to be along from the start,” he says.

**L**ow prices in the energy market led to Statkraft determining that refurbishment of hydropower plants was a better alternative than building new ones. In concrete terms at Nore I, it's a matter of replacing the high voltage cables that go between the eight generators to all the power station's transformers. This is a job that will occupy five to ten men for one year and the refurbishment encompasses all electrical and mechanical components.

After a procurement process that lasted more than six months, it was clear that ABB – in fierce competition – had brought home the contract.

“Together with our partner, the electrical equipment wholesaler Elektroskandia, we have met ABB during the procurement process on a number of occasions and pointed out the advantages of contact crimping with System Elpress for this type of project,” says John-Hugo Pedersen.

Sales rep Erling Pedersen from Elektroskandia is happy that ABB ultimately chose contact crimping and the aluminium connectors AKK800-1-16 from Elpress.

» **We've provided Elpress products for more than 40 years and I feel secure in the knowledge that with the Elpress assortment, ABB will get a safe and high quality solution.** «

“ABB is a major customer for us so it was no surprise that they chose Elektroskandia as a supplier for the project,” he says. “For them, the choice was between screw terminals or terminals where the connections are secured with crimping. We've provided Elpress products for more than 40 years and I feel secure in the knowledge that with the Elpress as-

sortment, ABB will get a safe and high quality solution.”

During the planning phase, it was Torbjørn Vadder, project manager at ABB, who was responsible for evaluating the various alternatives.

“We conducted a comparison of the components with regard to, for example, quality, price and installation time, but also how terminal dimensions match up with other materials,” says Torbjørn Vadder. Screw terminals go a little faster and place lower demands on the equipment, but in the end, we decided to go with the Elpress solution. We've worked with the Elpress assortment previously and we appreciate that John-Hugo Pedersen will be coming here and training our electricians.

“Moreover, Elpress provides an attractive alternative that enables us to lease the tools while work is underway with Nore I. This gives us a high quality solution that is also economical.”

Work will begin this summer and is expected to take one year. ■





## ELPRESS WAREHOUSE IN THE US

ELPRESS WAREHOUSE MANAGER Mathias Pallin and Pernilla Andersson, warehouse worker, spent a week in Chicago last autumn. The purpose of the trip was to help out with opening of the Elpress warehouse in Sturtevant, Wisconsin, as well as the office in Chicago.

"It was a very intense, but also educational week with a lot to do," says Mathias Pallin. "Beginning from zero and building up stock turned out to be a bigger project than we'd anticipated before we set out over the Atlantic. With work from early morning to late at night, things gradually began to take shape. The shelves were labelled and parts stocked before the system was finally started up for shipping.

"That Elpress is establishing in the US really feels good. It's an exciting market with customers important to Elpress. There's been demand for this for quite some time, and now we're finally underway."

## New robots increase capacity

WE'RE making our extrusion cell for bimetal substances future-safe.

The robot we've had since 2002 in the extrusion cell is now being replaced by an ABB robot, and for at least the next 10–15 years, we'll have access to spare parts and knowledgeable partners for service and when problems arise. We're also decreasing cycle time by 2 seconds, which may seem modest but entails increased capacity by more than 15%.



Ulrica Byström at the new ultrasound washer.

## Ultrasound washer yet another new step in improving quality

IN the framework of *K-lyftet*, our programme for improving quality, we've installed a new component washer to improve component cleanliness prior to assembling our hydraulic tools. This gives us additional assurance that new tools will work as they should when they reach our customers.

The washer works in three steps. At step one, contaminants are vibrated from the components using high frequency ultrasound, cleaning agent and hot water. At step 2, the components are rinsed in hot water and antirust agent. Lastly, at step 3, the components are quickly dried with hot air so that there is no time for them to corrode before they are mounted or packaged.

## Continued distributor training

ELPRESS has hosted several distributors during the autumn to give them an introduction and training in System Elpress.

The most recent visit was from Unitronic, Elpress's partner in Germany. The photo shows practical tests in the Elpress lab where Elpress's Sven Behring shows Unitronics' Jan Niegengerd and Thomas Hoffäller how a contact crimp is made with Elpress tools. This is included as a training topic in the Elpress Academy Authorized Partners programme according to the Elpress Cooperation Model.



# TRADE SHOWS THIS SPRING

We'd enjoy seeing you at our booth at one of the many trade shows we'll be exhibiting at. Welcome!



## **AWEA Windpower** 7–10 May, Chicago, Illinois Booth: **2123**

WINDPOWER is the place for establishing contacts with all the major players in the American windpower industry at one and the same location for a full week.

**Eliaden**



## **Eliaden** 29–31 May, Lillestrom, Norway Booth: **C01-18**

At ELIADEN there are exhibitors from energy, industry and electrical installation; all fields in the electrical trade. Don't miss Eliaden – the place for tomorrow's suppliers and solutions!



## **EBR Metod- och maskindagar** 22–25 May, Falun, Sweden Cable technology

EBR Metod- och maskindagar is a unique industry event for electrical grid companies where both new and proven methods, machines, tools and materials are on display at eight outdoor display stations.



## **El & Teknik** 15–17 May El & Teknik Odense, Denmark Booth: **3000**

EL & TEKNIK is Denmark's largest electrical trade show with up to 200 exhibitors and 8,000 visitors. The show's exhibitors are offering three days filled with product news, new solutions, networking and social interaction with both new and old acquaintances in the industry.

**CWIEME BERLIN**



## **CWIEME** 19–21 June Berlin, Germany Booth: **11A46**

CWIEME Berlin is the leading show for manufacturers of winding conductors, CTC, electrical motors and transformers. CWIEME Berlin gathers engineers and procurement staff to meet new and existing suppliers and to invest in new and innovative products and solutions.



## **Northern Industry** 23–24 Maj, Oulu, Finland Booth: **A2**

NORTHERN INDUSTRY is northern Finland's largest and only industrial trade show where heavy industry and hi tech companies meet. The show attracts 5,000 people from the mining, steel and forestry industries, the energy sector, chemical industry and service providers.

Answer the 3 questions correctly to have a chance of winning a steel thermos with 2 matching thermos mugs. We will draw three winners from the correct entries.



**COMPETITION**

Send or fax your answers by 16 May to:  
**ELPRESS AB, Box 186, 872 24 Kramfors, Sweden.**

Fax no. +46 612-71 71 51, or via email to:  
jeanette.ronnberg@elpress.se.

The correct answers and winners will be presented on our website [www.elpress.net](http://www.elpress.net) on 21 May. Any tax on winnings is payable by the winner.

#### QUESTIONS

##### 1. Where is the Elpress warehouse in the US?

- 1. Sturtevant, Wisconsin
- X. Brainerd, Minnesota
- 2. Marshalltown, Iowa

##### 2. What is Elpress's internal quality programme called?

- 1. K-lyftet
- X. Q-lyftet
- 2. V-lyftet

##### 3. What is the name of Elpress's new colleague in India?

- 1. Sumit Sharma
- X. Jai Sharma
- 2. Sharik Sharma

## SECOND TIME LUCKY

**Håkan Pettersson and Christian Alexandersson are in agreement. After a period of working in other positions and at other companies, returning to Elpress feels entirely right.**

**W**hy return to a company you've previously decided to leave?

*Christian:* "It's naturally is due to several factors. Elpress can offer exciting development opportunities for me personally, and there are also clear growth goals to strive for that permeate the entire company. With a strong position in the global market, it's nice to be working at a stable company with stable customers who value the quality of our products. And besides that, I have my roots in electromechanical products."

*Håkan:* "Elpress is a very good company that is a part of a strong group. There's major technical knowhow here and an attractive product area that can be refined even more. My first time at Elpress was entirely too short. We're now facing an interesting challenge with growth, and that's something I want to be a part of, contributing with my own knowledge and experience."

**What would you say the biggest difference is between beginning a new job**

**and coming back to a workplace you've been at before?**

*Håkan:* "When you're familiar with the company culture, you definitely become productive much quicker. Even if new employees have begun since I left, it's still nice to step into an organisation where I have an established network. In general, there are fewer surprises, you're better prepared mentally."

*Christian:* "This is the best way to change jobs! I know what to expect of Elpress and they know what they can expect of me. With the exception of a few administrative changes, there wasn't any greater need for an introduction this time. The fact is that it's rather nice with an internal social base and knowing how the organisation is structured and functions from day one."



*Håkan Pettersson*



*Christian Alexandersson*

**What will you be doing at Elpress?**

*Christian:* "I was originally hired for an entirely new position as a business development manager/KAM, but as of 1 March I've taken over my previous boss's role as business area manager for all four segments and Germany. An exciting challenge to say the least."

*Håkan:* "I'm returning to a similar post as I held when I left Elpress in 2012, with business area and sales responsibility for the Nordic and Baltic countries. I'm helping to attract business for Elpress, a company that I trust and that takes substantial responsibility for the products we deliver to the market."