

# ELPRESS NEWS



Issue 2/2020

A day in the life of Hendrik /INSIDE ELPRESS

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The situation in India /GLOBAL STATUS



ELPRESS SYSTEM FOR  
**DEEP EARTHING**



## Elpress starts a company in Norway

After 16 years in the Norwegian market, Elpress has started its own company in Norway. "We have a stable customer portfolio and a good market share here, we are even market leader for some products," says John Hugo Pedersen, Area Manager in Norway.

THE Norwegian company is still in its establishment phase.

"We expect to be up and running before Christmas, but there is a lot to be put in place before that," Pedersen says.

Right now, all agreements with Norwegian customers are being rewritten and a price list is being produced in Norwegian Krone. Simply trading in their own currency will make things much easier for Elpress customers in Norway, John Hugo Pedersen believes.

"This brings us closer to our customers. Trade between two Norwegian companies will just be easier. Furthermore, as a Norwegian company we can be a member of the Norwegian Electrical Association, which gives us a better picture of the market," he says.

Work is also ongoing to hire another salesperson for Norwegian Elpress.

"Hiring people hasn't been the easiest thing during the current pandemic, but I look forward to introducing a new employee in the next issue of the magazine," John Hugo Pedersen says.

JOHN HUGO PEDERSEN  
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### CEO MATTIAS ÖSTMAN

## ELPRESS HAS HAD A FANTASTIC DEVELOPMENT DESPITE THE CURRENT PANDEMIC

When the Corona pandemic took its hold on the entire world, Elpress immediately took all precautions recommended by the Public Health Agency.

"We communicated clear information to all employees, introduced a ban on visitors and reviewed how we could best reduce the spread of infection," Mattias Östman, Elpress CEO, explains.

All trips and physical customer visits were cancelled, as were training courses and all forms of close group socialising. Additional "corona cleaning" of the bathrooms was ordered every week.

"As a preventive measure, and to counteract any negative effects of social distancing, we also chose to introduce a health initiative together with our local wellness association. Weekly outdoor exercise sessions, outdoor 'quiz walks' during lunch breaks and a Personal Trainer group are examples of activities that have enabled new ways for us to meet, all of which have had fantastic results for the health of our staff," Mattias Östman says.

Generally speaking, Elpress has fared quite well through the pandemic, maintaining a high rate of healthy attendance. "With companies and staff in countries such as China, Germany, Denmark, India and the US, lockdowns have of course relieved each other over the past six months. One of our newly hired sales staff in India was only able to work for a few days before he was quarantined in his home," Mattias explains.

But thanks to Elpress' global presence in the market, the digital infrastructure was already in place.

"We have found new ways to communicate both internally and externally.

For example, we have hosted multiple webinars and run specific events with product presentations for up to 100 customers at the same time. Although a meeting via a link can never replace a physical meeting, I imagine that we will retain some of our new digital meeting places in the future as well. In addition to the obvious environmental aspect, we feel that we can be more time efficient with our customers in this way," Mattias says.

As far as the market is concerned, a great deal has happened there recently too. "Even though we have a world market that has become more diverse due to the effects of the pandemic, with different segments developing in different directions, we see fantastic development, not least in terms of the transition to renewable energy. Elpress is currently reaping the success of the export market and we are doing everything we can to meet the high demand from our customers and with every Swedish Krona invested we increase our capacity. Our staff are doing a fantastic job and Elpress is still continuing with its overall strategy, and I have great confidence that we will continue our growth journey," he says.



Photo: Marlene Nilsson, Lavenlay



# ELPRESS INVESTS IN WORK ENVIRONMENT AND HEALTH

Elpress has a number of operational goals linked to work environment and health, one of which is to be an attractive workplace with satisfied and healthy employees.

## How are we going to achieve our goals?

Every year, around 20 employees are offered a health profile assessment and all our staff are offered a wellness grant to fund their own wellness efforts.

At the end of 2019, all employees were asked four questions about what they wanted their employer to offer, and based on the answers, various new and old activities have been launched, despite Covid-19.

- Office bikes were tested during the spring and some have been purchased

- A pedometer competition was held for 5 weeks, from 17th February to 22nd March, 66 employees participated from the US, Denmark, Germany, Norway, Finland and Sweden

- During the summer month of

June, "quiz walks" were organised around two of the properties where we operate in Kramfors and Frånö, there were 210 walks in total

- Every Tuesday, joint group training with an instructor, focusing on mobility, fitness and strength, is offered

- Every Wednesday there is time for a game of badminton or tennis in the tennis hall

Another initiative to achieve the goals was to offer a group of employees access to a personal trainer for five months. During the spring/summer, eight people took part and the evaluation in October showed fantastic results where two people have become pain-free and the others achieved various health-gaining results. On 15th October, the second group started with eleven people, who will have access to their personal trainer for five months.



The participants were subjected to hard training during the group activity, closely monitored by the instructor.



Diplomas were awarded to proud participants of Elpress' Personal Trainer program. Here, together with instructor Tomas Pitkänen and Elpress' HR strategist Lena Nordlander.

## ELPRESS DOUBLES *the capacity for type tests*

In recent years, new applications such as wind and solar power have meant an increased need for new connection solutions. Elpress is doubling its type testing capacity to meet customer demand for new products.

"SPECIFICALLY, it's about us building an extra floor inside the lab," says Peter Larsson, technical manager at Elpress.

In Elpress lab, type tests are carried out on all new products. "This is where we ensure that Elpress meets the requirements of today's standards for electrical connections," Peter Larsson continues.

A type test takes between four and six months to perform. "A new connection system involves up to eight tests, which

can mean testing for several years before we put a new product on the market," says Peter.

Doubling the capacity will not just provide shorter lead times. The existing lab has had some limitations in terms of area sizes. "We are now also taking the opportunity to upgrade our capacity so that we can type test the largest of areas. A lot has happened in recent years, the largest areas that are almost standard today were relatively rare just ten years ago," Peter Larsson says.





# CASE ADV.



– new carry case for PVX1300 and PVX1300C2 crimping tools with a *life-time warranty*

A safer, more durable and easy to handle case for Elpress PVX1300 and PVX1300C2 crimping tools. CASE ADVANCED can handle the most demanding conditions. The case is IP67 classed, and withstands dust and heavy impacts. Pull handle and wheels make it easier for the user to bring the tool with the right accessories.



# PROD





# TS1300



– table stand for crimp head  
DV1300C2 and V1300C2-AL

The TS1300 is a table stand that can be used with DV1300C2 and V1300C2-AL crimp heads. The table stand is designed for operators with high frequency use of the C2 crimp head. The table stand allows stable, safe and easy use of the C2 crimp head.

## TS1300CU

Table stand mounted together with DV1300C2 crimp head for crimping 10-400 mm<sup>2</sup> copper.

- Adjustable stop included.
- Elpress crimp head is used with pump PS710.



## TS1300AL

Table stand mounted together with V1300C2-AL crimp head for crimping 16-400 mm<sup>2</sup>\* aluminium. Spring-loaded pistons that release the sleeve after crimping.

- Adjustable stop included.
- Elpress crimp head is used with pump PS710.



\* Applies to round conductors.

# UCT NEWS

## Shearbolt terminals



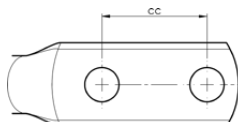
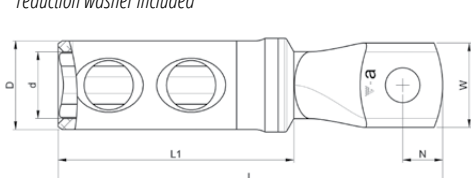
– with pre-threaded screws 1kV

### PROPERTIES

- suitable for both Al and Cu, Class 1 and Class 2 cable
- pre-threaded shear-off screws for easy handling
- the terminals are bimetallic for best contact at installation

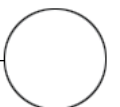
Cable types, mm <sup>2</sup>		kV	Shearbolt terminal	Screen conductor	Screen conductor (filler piece purchased separately)	L mm	W mm	L1 mm	ø D mm	ø d mm	N mm	Screw
round	section											
10-50	10-50	1	SL50N-10-12	10-35		80	24.5	41	23	16	12.5	M10, M12*
35-95	35-95	1	SL95N-10-12	57-95	16-50 (SC95N/PEN)	98	27.3	52.5	17	10.7	12.5	M10, M12*
120-240	120-240	1	SL240N-10-12		29-146 (SC240N/PEN)	144.5	31.5	89	33.0	24.5	15	M10, M12*

\* reduction washer included



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+46 612 71 71 70







# Strong investment phase for production of bimetallic products

More recently, Elpress' sales of bimetallic products have increased dramatically. "With two new lathes fed by machine robots, we will be able to shorten lead times for these important products. By the end of the year, we will have almost doubled our production compared to last year," says Torbjörn Norell, production manager at Elpress.

AS the price of copper has gone up, the product mix has changed. "Customers are increasingly choosing aluminium for the 'straights' in their installations, but at the ends they still want copper cable because it is more flexible for the tail end of the installation. This means that a transition between aluminium and copper is needed, a terminal that requires more turning work than one made of just copper or aluminium," Torbjörn Norell says.

It is mainly the export market that drives demand.

– It has meant a surprising demand for us, says Torbjörn Norell.

If the automotive industry has slowed down during the pandemic, focus on the environment has greatly increased. Work on the transition to renewable and fossil-free energy is ongoing everywhere today and has created huge demand for Elpress products globally. "By the end of the year, we will have invested in a large robot-fed hydraulic press and three new lathes as well as having hired 4-5 new employ-

ees. These investments are a good start, but far from enough to meet the demand we are experiencing today, therefore we are planning for further investments in the future," Torbjörn Norell explains.

## Fast delivery

Normally, the delivery time for a lathe is about six months. "But we were very lucky that a supplier, due to a previous incorrect order by another customer, was able to deliver two lathes within eight weeks and a small family business in Umeå, just 200 kilometres from the

factory in Kramfors, could install the robots," Torbjörn says. Elpress' high demands on quality are obvious as production is now increasing significantly. "We never skimp on quality. We check each individual bimetallic terminal by performing a stress test and an inspection. We indicate the quality check to the customer through the small 'E' stamped in the copper part of the terminal, something we will obviously continue to do," Torbjörn Norell assures.

# A day in the life of a DESIGN ENGINEER

No one day is like another. When you arrive in the morning you never know what the day will hold. That's what makes the job at Elpress technology department so interesting, says Hendrik Klein, Design Engineer at Elpress.

THE MORNING starts, as for most people, with checking e-mails. These can be customer support questions, internal inquiries from Elpress sales staff or e-mails related to the ongoing engineering projects. Today, Hendrik has nine folders of current projects lying on his desk. And, of course, the mandatory coffee cup.

"It's important to prioritise the e-mails fairly, which are the most urgent and require immediate response. For example, an e-mail from our US office could be high priority because of the time difference. You don't want their response to a customer to take a long time just because we're on the other side of the world. The response time to customers in the US should be as fast as to the Nordic customers," Hendrik says.

The inbox also contains e-mails from the production operations, in which there could be questions about measurements and dimensions in drawings etc. If so, you have to be quick to respond, or simply go down to production to the machine operator to sign off the drawing on the spot. Hendrik often takes advice from the machine operators before he starts drawing a product on his computer. They have the best knowledge of what can be made in the machine, and the best way to do it. "The cooperation between the technology department and production is extremely important and is vital for us to be able to manufacture our products to the highest quality. You can't take any shortcuts, accuracy is everything," Hendrik says. Another part of Hendrik's day may consist of conducting vari-

ous tests in Elpress' laboratory. Today, testing a hydraulic hose on one of the Elpress pumps was on the schedule. Another day it may be testing of new components. Different checks are performed to ensure that the product works as it should, according to given standards. Long-term tests are also carried out in the laboratory, this is when alternating current is used to age a crimped terminal.

*You can't take any shortcuts,  
accuracy is everything*

The test is carried out in several stages; the terminal is heated and cooled alternately and several short-circuit tests are performed in between. During the long-term test, which takes about 4-6 months, checks are continuously carried out on the terminal and are logged for careful follow-up. When the terminal has undergone at least 1000 cycles, a final check is made to ensure that it still complies with the IEC61238-1 standard. If the terminal does NOT comply, an analysis of what has happened is started. Has it been crimped too little or too hard, does the tool used have to be adjusted or what is the cause? It is important that the conductor-terminal-tool combination works together, all in order to be able to manufacture a terminal of the best quality.

Being involved all the way, from a prototype at the drawing stage, through tests in EL-Labb, manufacturing in production and finally to a finished product is what Hendrik finds most rewarding with his work in the technology department.





## Midroc Electro AB Örnsköldsvik is busy with planned factory downtime

Husum's paper mill, 30 km north of Örnsköldsvik in Sweden, produces about 400,000 tonnes of boxboard and 250,000 tonnes of bleached kraft liner per year. The factory is owned by Metsä Board, a listed Finnish forest industry company. During week 39, planned factory downtime was implemented in order to carry out maintenance and inspection of the machines. The work was carried out by several different subcontractors.

DURING the planned downtime, it is estimated that about 800 people will be on site, which requires a tremendous amount of planning from all those involved in order for everything to work. Especially taking the still ongoing Corona pandemic into account. The Public Health Agency's recommendations must be followed, social distancing must be applied and hygiene measures must be taken. One of the companies involved in the planned downtime was Midroc Electro, a company that offers services within electrical installation, instruments, security, elevators, building automation and mechanical maintenance.

During the planned downtime, their main task was to inspect electrical and industrial installations and they had 30 men on site at Husum's paper mill. Before the planned downtime, Midroc made an inventory of the tools to be used, including crimping tools from Elpress' 1300 system; What have we got? What do we need? Is anything missing?

Ulf Hållberg, department manager at Midroc Electro in Örnsköldsvik, highlights one of the advantages of using Elpress tools. "We have an extremely good and long relationship with Elpress salesperson, Sune Dahlberg, and the proximity to production in Kramfors is valuable. If things start piling up and we need help quickly, Elpress is not far away and can easily help us with a delivery of what we need or tool servicing.

Before the planned downtime, Elpress sales staff were contacted, as a special cutting tool was needed, **HKL85**, and Sune delivered the tool to Midroc in Örnsköldsvik on one of his customer rounds. "We have a big job ahead of us," Ulf says. "We need to make a full inventory of ALL our tools and we think that Elpress could be very helpful in advising us on what needs to be updated, sent for servicing etc. It's important to us that we have the right tools for the given tasks and Elpress provides great help with that," Ulf says.

# HKL85



Hydraulic hand-held cable cutter for cutting power cable and lines. Area up to 85 mm².



– DID YOU KNOW –

WE SUPPLY  
**4 TONNES**  
OF CABLE TERMINALS AND  
**TOOLS DAILY**, AND DURING  
PEAK SEASON APPROX.  
**7 TONNES**

*Great to have satisfied customers, this time it was Skellefteå El- och Energiteknik in Sweden.*



*We use Elpress end terminals in our connections, recommend everyone else to do the same! This is an unpaid collaboration with #elpress, but they make such great products. In addition, Mr. Elpress Sune Dahlberg always has solutions and answers to any questions! We like local representatives in Norrland, Sweden.*

Gillas av **sundah105** och **21 andra**  
**skellefteael** Vi använder Elpress ändhylsor i våra anslutningar, rekommenderar alla andra att göra det också! Detta är ett icke betalt samarbete med #elpress men dom gör så bra produkter. Dessutom har Mr Elpress Sune Dahlberg alltid lösningar och svar på eventuella frågor! Vi gillar lokala representanter i Norrland!! 🙌🏻 [www.skeel.se](http://www.skeel.se)  
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*Elpress India; salesperson Suraj Oli and Country Manager Sumit Sharma.*

# BRIGHT FUTURE FOR INDIA

For almost a decade, Elpress has been doing business in India, which – despite Covid-19 – is one of the most powerful emerging economies in the world.

“It’s a bright and attractive market where we are exploring our business growth opportunities,” says Sumit Sharma, Country Manager of Elpress India.

CERTAINLY, the Corona pandemic caused a temporary setback for Elpress in India, but every cloud has a silver lining, Sumit Sharma notes.

“The rapid outbreak of Covid-19 taught us to adapt to the new situation and to deal with new challenges. A nationwide lockdown halted almost all economic activity for a few months. This had a negative impact on consumption and investment in the market and we saw a temporary dip in operations,” he says. Elpress’ new salesperson, Suraj Oli, had barely started work before he was quarantined in his home.

Elpress India quickly adapted its way of interacting with customers and colleagues.

“Of course we did everything we

could to avoid physical meetings and to maintain social distancing. For example, we have been completely dependent on online video meetings, webinars and telephone meetings for our internal and external meetings. These methods have now been normalised as alternative ways of performing routine jobs and we have learned a lot from the situation,” Sumit Sharma says.

Covid-19 stressed, among other things, the need for a stronger online presence.

“This has resulted in a new website where we can further promote our offers. The new Elpress website is fresh, bold and has a more user-friendly product search feature,” Sumit Sharma says.

Before the end of this financial

year, he estimates that operations will return to their original growth level.

“We are on a very positive trend as the Government of India – with the ambition to accelerate growth in India – has strategically identified a number of market segments as important sectors for promotion of continued industrial growth in India,” Sumit Sharma explains.

These are precisely the segments that Elpress India is targeting today, namely vehicles (railways and cars), renewable energy and electrical machinery. “The government’s new systems, policies and initiatives are driving the market development. Of course, we are striving to exploit the enormous potential of these positive trends.

We foresee huge opportunities for Elpress India in the longer term,” he says.

Elpress is already positioned as a leading international brand in the Indian market.

“We are known as pioneers in our field and highly appreciated by our customers,” Sumit Sharma says.

## **Elpress India also consists of:**

- Two important distributors that cater to the entire Indian market. In the near future, Elpress India plans to add more distributors.
- A well-trained, qualified and experienced service partner for repairing Elpress products.
- A sales and application engineer in the support role.

# ELPRESS DEEP EARTHING SYSTEMS *provide important benefits in today's technology-dense society*

Earthing is a central part of all installations, for both operational and safety earthing. Wind turbines, radio base stations, railway infrastructure, the distribution network, lightning protection and lightning conductors are some examples.

COMMON to wind turbines and radio base stations, for example, is that they are usually placed in open and elevated terrain. Installations are also getting higher, which means that they are particularly prone to lightning. Providing these installations with good protection against both direct and indirect lightning currents is important. This involves great expense as well as high demands on personal protection. These two fast-growing industries demonstrate the importance of good earthing and properly executed earth connections, and Elpress deep earthing systems have many advantages.

Elpress System Deep earthing was developed to meet a number of conditions of how the system would be designed and what advantages it would provide compared to alternative earthing systems. Some of the main objectives were that the system should have no joints, it should have a long service life with good protection against corrosion, it should be straightforward with few component parts, full control of the earth line should be provided during insertion and it should also be possible to continuously measure the earth connection resistance while it was being driven into the ground.

– “A good earth connection is important and the quick expansion in society of, for example, wind power and an increasing number of radio base stations means that earth connections and the choice of earthing system are of great importance. An improperly designed earth connection can not only result in damage to expensive equip-

ment but also personal injury. At the same time, it is required that earth connections can be implemented in a cost-effective way and that they have a long service life. These requirements, together with the right training for users, are becoming increasingly evident in today's market and this makes Elpress deep earthing systems a safe and secure choice with very good overall economy,” says Elpress CEO Mattias Östman.

## **Few parts provide safe and straightforward deep earthing**

Wind turbines and radio base stations are two highly topical areas of application for Elpress System Deep earthing, but the system is also used to protect switchgear, transformers and technical installations along the railway network both in Sweden and abroad, for example.

Although earthing and earth connections are important as property protection, personal protection and also lightning protection, Mattias Östman believes that there is a need for more information and knowledge about the area.

– “Sometimes we see uncertainty among contractors, installers and clients, for example how earth connections should be designed and what type of system to choose. This means that we need to work even more actively and give information about the demands that should be placed on earth connections in a high-tech society. Our feeling is that this area of technology has been somewhat overshadowed and we want to try to change that.”

The principle of earthing is that a conductor is placed in the ground which is tasked with diverting electrical current from installations and plants connected to the earth connection. Voltage surges that may occur for various reasons are led into the ground so that they do not cause damage. An earth connection can either be a surface earthing where a conductor is laid along the ground, or deep earthing, as with Elpress systems, where earth electrodes are driven into the ground. Mattias Östman highlights a great advantage of deep earthing compared to earth connections laid on the surface parallel to the ground.

*Our feeling is that this area of technology has been somewhat overshadowed and we want to try to change that.*

– The electrical conductivity of the ground depends to a large extent on the content of saline water. The water in deeper lying ground layers usually has higher salinity than the water in the surface layer, and the higher the moisture content, the better the conductivity. With our deep earthing system you get down to the groundwater level and avoid the disadvantages of surface earthing where the conductivity can be greatly affected and vary in weather changes. Cold and frost, for example, have a significant impact on conductivity. Because with deep earthing the electrode is positioned deeply, the negative effects of changes in ground humidity and temperature fluctuations are avoided.

Elpress product manager, Sven Behring, highlights few parts as an important strength. “System Deep earthing consists of only five components: a hardened steel tip, a leading rod, extension rod, an earth line and driving sleeve or impact sleeve for insertion.

– “Few parts means simple function. The earth line, which can be of soft or hard copper, is inserted into the hardened steel tip and clamped by the leading rod. The extension rods are fitted with guide pins, which are pushed into the preceding rod during work. When driving is complete, the last extension rod is pulled up and can then be reused,” explains Sven Behring.

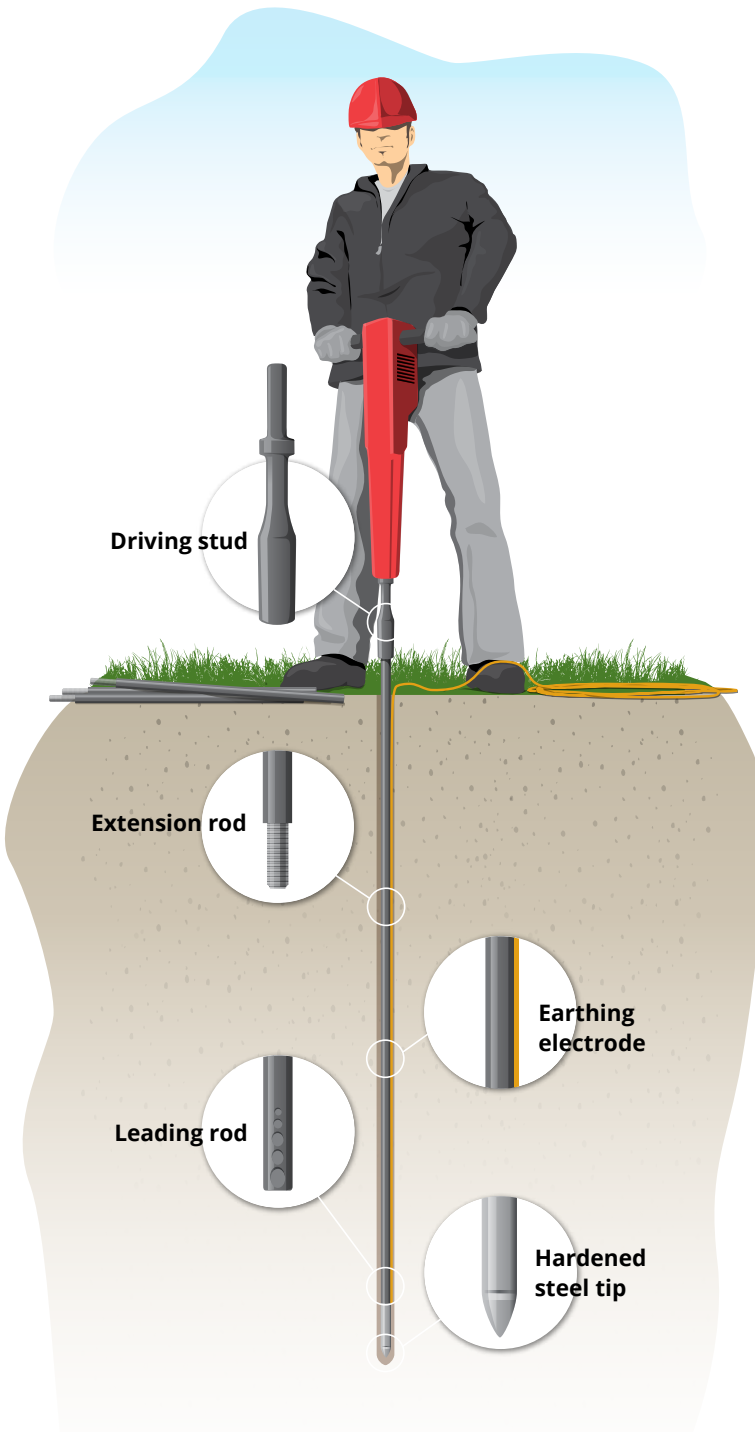
The hardened steel tip means that the system is often used in demanding environments such as in the Alps and in mountainous areas where there can be a lot of rock. Over the years, Elpress rods have been shortened from 1 metre to 0.8 metres to facilitate the work regardless of whether driving is done with a power hammer or sledgehammer and impact sleeve. Some adjustments have also been made to the new generations of power hammer.

## **Continuous control of the earth line during insertion**

Sven Behring highlights three advantages of the deep earthing system. A very important advantage is that you can ensure that the earth line and steel tip follow each other during insertion.

– “If driving into ground conditions with a lot of stone, in other systems the earth line may fold





to the side without the person working on the insertion noticing. With our deep earthing system you can immediately detect if the earth line has released from the tip and does not follow it, and if that happens, it is then easy to restart the work. When insertion is complete, there is also no need to carry out any post-inspection as with other systems, because the Elpress deep earthing system is based on a seamless earth line unlike other systems that are based on spliced parts such as

electrical conductors. This saves a lot of time and also lowers the overall cost of a completed earth connection."

A further advantage is that the earthing resistance can be measured continuously during insertion. This means that driving can be stopped when the appropriate earth connection value has been reached. The ability to measure resistivity during the work therefore acts as quality assurance because you get a guarantee that the

ground has good electrical conductivity, and that the insertion ends at the right depth. That the earth line is not driven down further than necessary saves time as well as costs. In this way, as much material as necessary is used but as little as possible.

The third advantage Sven Behring wants to highlight is that the system provides very good resistance to corrosion and thus has a long service life. When a copper line is used as an earth line, the steel extension rods act as sacrificial anodes, with relatively high corrosion current against the copper electrode. In this way, the steel rod is attacked by the ground environment instead of the copper line. Other systems that may have unprotected copper rods are often exposed to direct corrosion, which gives a shorter service life at the same time as requiring post-checks and maintenance during operation.

### It is important to plan the location of the earth connection by checking the ground conditions

Even a good deep earthing system requires good planning for an earth connection to perform its function and meet all the requirements of an approved earthing. A main requirement is that the earth connection has low resistivity (10-100  $\Omega\text{m}$ ) and thus good electrical conductivity. A first step must therefore be to plan the earth connection in good time by checking the ground conditions at the site of, for example, a wind turbine, radio base station or switchgear.

– "It is extremely important to declare the electrical properties of the ground quality by measuring ground resistance. System Deep earthing is a simple and straightforward system, however, there is no point taking a chance when it comes to choosing the location of the earth connection. Measurement can be carried out using a measuring instrument where the contacts are connected to four vertically driven metal tips

which are initially placed in a row approximately one metre apart, known as a Wenner bridge. By then increasing the distance, the current penetrates further into the ground. The resistivity can then be read from the instrument and, as a rule, approximate calculations can be made," explains Sven Behring.

Resistivity can vary greatly depending on the ground conditions, e.g. clay, fine and moist sand, till, dry or moist humus and dry gravel for example. All the information required for good planning of an earth connection can be obtained by taking measurements with different measurement methods. Once the location has been chosen, the earthing resistance can also be measured when driving is started with System Deep earthing.

Here, the same type of instrument can be used as for the measurement of ground resistance. The ability to continuously measure the earthing resistance with Elpress Deep earthing system makes it easy to interrupt work when the earth line has reached the appropriate ground depth. In this way, you get a quality-assured earth connection and often at a lower cost compared to alternative deep earthing solutions, which may require much more extensive work before it is known with certainty that the ground conditions at a certain level have the desired resistivity. If the ground is awkward, several parallel earth connections can be made.

SVEN BEHRING  
Product Manager Elpress



**QUESTIONS?** Contact Sven regarding Deep earthing.  
[sven.behring@elpress.se](mailto:sven.behring@elpress.se)

Scan the QR-code for more information regarding Deep earthing on our website.





Grace Wu, Zhang Haijun, Zhou Ting, Jonathan Wang, Vivian Lv, James Xu, Lorraine Liu and Shi Yulong work at the newly renovated office in Beijing.

## ELPRESS CHINA HAS WIND IN ITS SAILS

After more than 13 years in the Chinese market, Elpress has renovated its premises and made room for more employees.

"It turned out very well. Despite the ongoing pandemic, we are growing steadily in the Chinese market. Now we finally have more room for our employees," says Jonathan Wang, site manager of Elpress China.

JONATHAN WANG has been employed since Elpress was established with its own company in the Chinese market in 2007. At that time the workforce consisted of two people, today the company has eight employees. "Early on, we identified wind power as a significant segment for Elpress to work towards in the long-term and the wind market has grown steadily. Not least since the Chinese government set an aggressive target for renewable energy in the country," Jonathan Wang says.

Entering as a European producer in a market as competitive as the industrial electricity and electronics market in China was a major challenge.

"The strategy has been to concentrate ourselves on customers who understand the value of high quality. Today, Elpress is

a reputable brand in the wind power market in China. Customers perceive us as professional because we deliver high quality and excellent service. They demand Elpress quality to improve their own production capacity and maintain a high level of product quality.

A couple of weeks into October, Chinese Elpress participated in the first trade fair since the Covid-19 outbreak at the beginning of the year.

"China Wind Power in Beijing is a global trade fair for the wind market. It seems it will be the only fair we will participate in in 2020, but it was very successful, allowing us to meet many of our customers," Jonathan says.

He believes that Elpress in China is facing a bright future. "The Chinese market is a

*Our main strengths are our customisations of terminals for industrial requirements in terms of wind power, industry and power generation.*

developing market and in the coming years we will increase both in sales and in organisation. Despite the challenge of competition from local suppliers and the long distance to Europe, we have managed very successfully to establish Elpress products in the Chinese market. Our main strengths are our customisation of terminals for industrial requirements, both in terms of wind power, industry and power generation. We meet the specifications of our customers and we also lead the development of new products, such as our innovation, Elpress patented DUAL system technology, which provides better electrical properties. At Elpress, we work with strong and lasting contacts, both with our products and with our customers. Elpress is a high-quality product," Jonathan Wang says.





# Combined Service and marketing vehicle

Elpress' combined Service and marketing vehicle has finally become a reality.

"It's a long-awaited solution that will benefit our work in the field," Service Manager Roger Andersson says.

When the Service vehicle was first discussed almost four years ago, Roger Andersson imagined a simple service vehicle that could provide service tools on site at the customers.

"But in all honesty, I thought that we were talking about so few days a year on the road that it wouldn't be a very wise investment. In practice though, the service department actually goes on a long tour for a few weeks of the year, checking and collecting customers' tools," he says.

What if two departments were to share the vehicle? It was an idea that quickly turned out to be a very interesting one, and at that point talk turned into action.

"With the marketing department on board, there was no longer any doubt about the viability of this project. For example, a customer may need to review their tools before an extensive period of planned industrial downtime. With our new service vehicle, and with the responsible salesperson, we can visit the customer and make an on site inventory of their tools prior to the planned downtime. If anything needs to be replaced or acquired before the planned downtime, the salesperson can resolve this,

and if there are any tools that need servicing, this can be done on site meaning that the customer can have the tools checked and ready prior to the planned industrial downtime.

The vehicle is currently stationed at Elpress' head office in Kramfors, Sweden and is 80 percent booked-up by the marketing department for customer visits, trade fairs etc. in the Nordic region. Four seats give the option of sitting down with the customers and offering them the chance to view demonstrations on a pull-out screen.

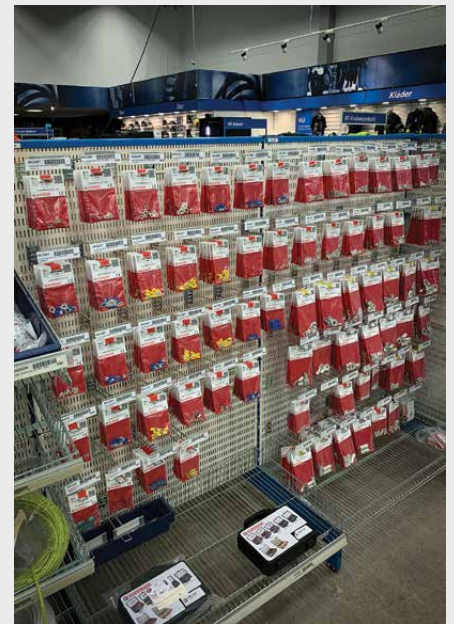
"Inside, the design is flexible so that when any of us from the service department use the vehicle, we just replace a number of racks so that we can bring the equipment we need to service the customers' tools," Roger says.

For customers outside the Nordic region, we collaborate with a number of service partners, who can be used to have your tools serviced. Scan the QR code for information about which service partners Elpress collaborate with in your particular area.



## ELPRESS STORE CONCEPT

THE new store concept focuses on making it easier for the customer to find the right terminal and tool.



*Elpress store concept at Ahlsell in Almedal, Sweden.*



*At LM Kolding, Elpress Denmark has established its first store concept.*

# ORDER OFFICE AT YOUR SERVICE

At an early stage, at her computer in the order office, Team leader Emma Duvemo noticed the approaching pandemic.

"Around the same time as the Corona virus started to hit the headlines more and more, we noticed a lower order intake than normal, for example, it seemed that it was the car industry that gave way," she said.

"As people were furloughed, we noticed how people at lot of companies started working part-time and for a period it was obvious that we had less to do," Emma says.

The Order Office in Frånö, just outside Kramfors, receives orders and registers them, they also act as technical support and assist the sales staff with producing quotations.

"But as the sales staff were not able to meet customers physically in the same way, we noticed that they produced their own quotes to a greater extent. This also initially contri-

buted to a lower load on the order office," Emma explains. But straight after the holidays everything returned to normal again.

"Today we have a situation where demand for certain products exceeds the supply. Internally, I know that we are doing everything in our power to increase production of these particular terminals, so I look forward to us being able to meet the needs of our customers soon," Emma says. Among other things, investment has been made in machinery in production, (see separate article on page 6). Satisfied customers are of course what characterises a really good day at the order office.

*"Today we have a situation where demand for certain products exceeds the supply."*

"On a normal day we have between 50 and 100 e-mails to answer when we get to work in the morning, then requests and orders roll in throughout the day," Emma says.

The system that the order office uses is completely transparent, everyone has access to the same inbox and the requests are answered in turn. "All six of us in the order office are logged into the system that distributes both incoming calls and written requests." One day is rarely like the next. "Above all, I like the fact that the tasks are varied, and the most satisfying thing is when we can solve our customers' problems quickly and efficiently," Emma Duvemo says.



The order office is manned by Emma Duvemo, Juha Vainionpää, Yvonne Mattsson, Sofia Eriksson, Andreas Pallin and Julian Nordlander.



# GOOD PRODUCT INFORMATION IS IMPORTANT FOR OUR CUSTOMERS

*- both in printed and digital media*

It is important to us that our customers can easily find the right information about our products, something we continuously work to develop and improve. The digital world that we all live in nowadays provides great opportunities to meet customers' needs for information, especially the younger generation that you mainly communicate with digitally today.

A first step in digitizing our information was to build a Product Information Management System (PIM). The system includes all images, properties, ETIM data, catalogue texts and drawings associated with our products. The system also retrieves certain product data from our business system. Exports are made from the system to our website and to the InDesign layout program for the production of our printed and digital catalogues.

## Printed catalogue still of interest

Managing all the templates for catalogue production has been more time consuming than we first thought when we started the project.

When producing catalogues based on this type of system, the options of making a custom layout are limited, ready-made templates that are linked to the information in the PIM system have to be used. "However, we think that we have succeeded in visualizing our products well in our

catalogues, while the information should be clear and easy to understand," says Nicklas Ståvbom who just sent the English catalogue to print.

## Website faster and safer

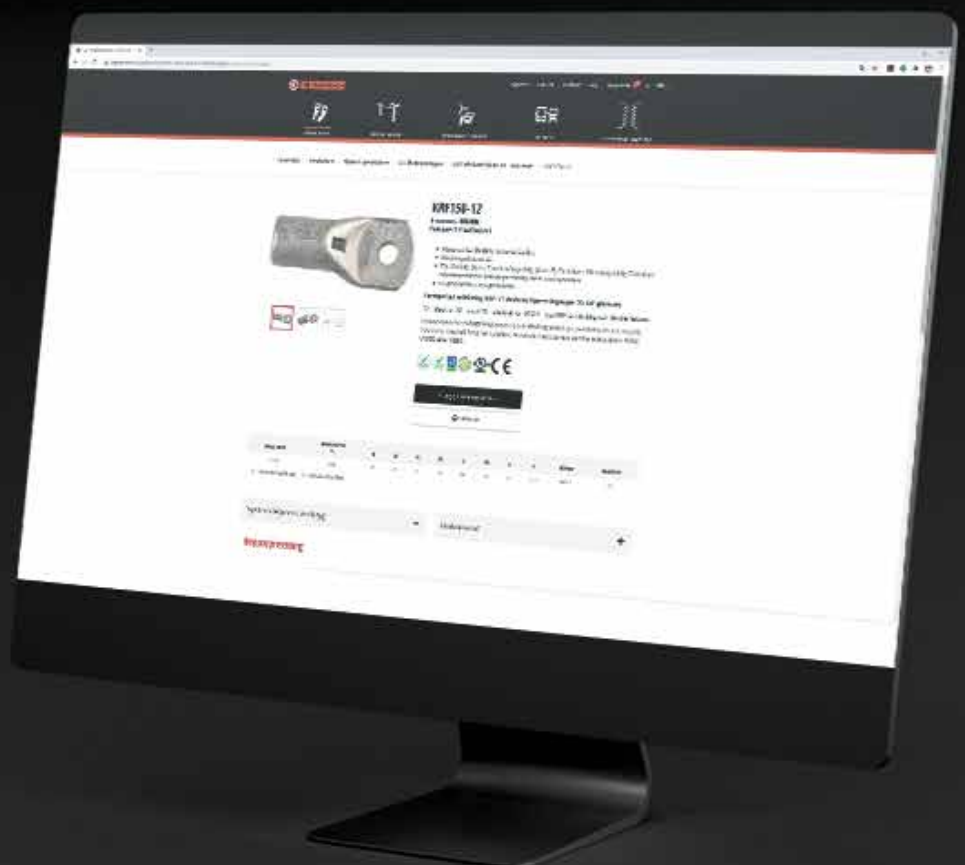
Another channel that the PIM system provides with information is the Elpress website. During the month of September, the website was migrated to a Digital Experience Platform (DXP) solution. A cloud solution that will, among other things, make the site safer and faster.

"Our Chinese site has had some problems with loading times, with this new solution we will have better accessibility for our Chinese customers as well," webmaster Jeanette Rönnerberg says.

In connection with the cloud solution, a release was made to display the product data from the PIM system in all languages. The Elpress website is now available in nine languages, and more are in the pipeline.

## Find the right tool for your terminal

USING the Elpress "Tool search" on the website you can get information about which dies, matrices, punches, crimping tools and pumps you can use together with terminals/through connectors to make a contact crimping according to Elpress System. Scan the QR code below for a simple guide on how to use the feature.





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*"My initial time has been instructive and exciting, I have met a lot of joy and enthusiasm among both customers and colleagues"*

## Collaboration and knowledge are important

In order TO network and interact with the expertise within our segments, Elpress has chosen to join organisations that work with research and development in their respective fields. The latest organisations that Elpress has joined:



The German Railway Industry Association



The German Wind Energy Association



Global Wind Energy Council

## Competition

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

### QUESTIONS

1. In which country did Elpress start its own company in the autumn?

- 1. Finland
- X. Iceland
- 2. Norway

2. How many components does the Elpress Deep Earthing System consist of?

- 1. 7 parts
- X. 5 parts
- 2. 3 parts

3. What's the name of the location manager for Elpress in China?

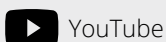
- 1. Yuefei Wang
- X. Jonathan Wang
- 2. Zhang Wang

## NEW CATALOGUE Electrical Machines

AN updated version of our catalogue for the Electrical Machines segment is now available. Order your printed copy or browse the digital catalogue.



SUBMIT YOUR ANSWER BY 11TH DEC TO:  
ELPRESS AB, Box 186, 872 24 Kramfors  
or by e-mail to: [jeanette.ronnberg@elpress.se](mailto:jeanette.ronnberg@elpress.se)  
The correct answers and winners will be announced on our website, [www.elpress.se](http://www.elpress.se), on 17th Dec.



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