

view of 180° rotated angle

KEYWORDS

NEWSLETTER FROM INDUSTRILÅS IN NÄSSJÖ BOX 214 SE-571 23 TEL +46 (0) 380-555 900 FAX +46 (0) 380-555 919 www.industrilas.com NR 0408

“If you control the whole chain, from design to production, you’ve got so much more to offer than those who only spend time trading. That’s what makes us so resourceful”

Niklas Graberg

The New Catalogue is Available Now

It feels great!



Olov Nylander with the new catalogue.

The new Industrilås catalogue was hot off the presses just in time for the Elmia Subcontractor 2008 trade show. A black, glossy beauty in a larger edition than previously, and with a slightly different character than its predecessors.

– The new catalogue showcases our whole line of products in a clear, well-arranged manner. It has a quick-search function that makes it easy to look things up. If you for example know what features you are looking for in a lock you can easily find your way to the appropriate product.

Olov Nylander has worked extensively on developing and preparing the catalogue, and he is pleased.

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“Industrilås has grown and developed as a company in an amazing way these last few years”

Bo Gillström

p7

“Victor and the values he represents gather in a targeted way our philosophy, what makes us prosper and what makes people want to work with Industrilås”

Fredrik Mølzer

p8

“Industrilås is a proactive enterprise that constantly seeks new approaches and also plans long-term”

Magnus Eriksson

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Industrilås

– The drawings are more distinct and the assembly instructions are improved. The catalogue also contains information about materials and processes. For those who so desire there is a wealth of information to sink your teeth into.

The catalogue now exists in print as well as CD-rom. It can also be accessed at the Industrilås web site www.industrilas.com and many of the drawings can now be downloaded from Solid Components.

– As people we are all different, and we have varying requirements for how to obtain information. It feels good to be able to satisfy a multitude of preferences, delivering the same clear information about our whole line of products on different platforms, says Nylander, who now continues with the completion of the English edition.

Product Offerings with Great Capacity Make for Growth in Scandinavia

– Industrilås has grown and developed as a company in an amazing way these last few years. Today we also service the global companies in a way we didn't before. We have both expanded and matured.

Bo Gillström started as an Industrilås salesman eight years ago. He has now assumed the task of team leader responsible for the Scandinavian market. Four travelling salesmen and two in-house people are part of the team* that now will add to Industrilås' visibility in the market.

– This is a big challenge and it feels very exciting. We want to make Industrilås an even more established brand. We see great possibilities for growth with our standard inventory. We're good at custom products, but we also notice that the existing offering has so much more capacity than what is utilized today.

With the Elmia Subcontractor trade show as somewhat of a springboard, the efforts of the newly formed Scandinavia team have started in earnest.

– We have many exciting follow-ups to pursue after the expo. Many interesting conversations will be taken to the next level, states Bo Gillström, who appreciates the good cooperation with the customers.



Bo Gillström

– Often our work is about helping the customer see new possibilities. We know that our product assortment and the Industrilås know-how have much to contribute.

* The Scandinavian sales team consists of Niklas Rostedt, Joakim Larsson, Kenneth Hultberg, Bo Gillström, Richard Carlsson and Nicole Borin.

Onward, my friends!

Well, well, news reports from around the world have changed quite a bit since our last newsletter.

The bubble has burst for the inflated valuation proponents and the world has once again been given the opportunity to learn a lesson from the reprehensible outlook of “me-rich-now.”

As a counterpoint to all the doomsday prophecies, I have some good news to offer in this newsletter: almost the entire world economy, with factories and all, is still around.

There are still vast opportunities to create a positive progress through good old-fashioned hard work and an insightful eye to what the market demands.

From a macro-perspective the need for manufacturing is unchanged, even if it seems sluggish right now.

Mankind still wants to move forward. We want to build roads, communication systems, schools and health care while producing food and better housing.

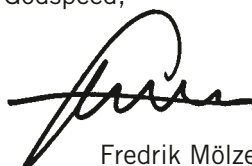
All we have to restore is the confidence in our own ability. Hopefully the election of Mr. Obama as one of the new leaders of the world will prove helpful in this regard.

An important step in the right direction is that we now seriously question the short-term thinking at the world's stock exchanges and our financial institutions.

The year 2008 is a good year for testing our ability in a manner we have not experienced in a long time.

2009 will be even better for those of us who like challenges. Onward! Always onward, my friends!

Godspeed,



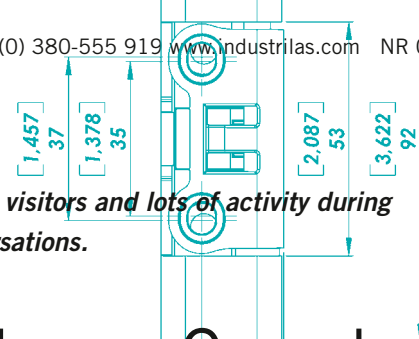
Fredrik Mölzer



Subcontractor 2008

– an Important Meeting Place





This year's Elmia Subcontractor trade show was a success in many ways. Numerous visitors and lots of activity during the intensive expo days laid the foundation for new connections and exciting conversations.

Inviting Environment Attracted Large Crowds

– We're really super pleased! The booth is both elegant and functional. A real improvement!

Susanne Bergström is responsible for worldwide exhibits at Industrilås and had her hands full both before and during Subcontractor 2008. The custom made booth with a new design also turned out to serve its purpose.

– The environment was open and welcoming, really drawing people in. It gave a new, modern and fresh impression. This also meant that we who manned the booth felt a little extra proud, Susanne shares. She started planning for Subcontractor early in the spring.

– A lot of things have to work together. Good floor placement needs to be booked, a design needs to be determined, and materials created. It feels great to have it all turn out so well!



Industrilås displayed

The Manufacturing Company

– The influx of visitors at the expo was considerably greater than last year. We can probably thank the strained economy for that in part. More companies are interested in finding new partners to be able to develop their products and become more competitive, says Niklas Graberg, Marketing Director at Industrilås, who is very pleased when summing up the days at the show.

– Subcontractor is like one huge customer visit. We meet an incredible amount of people. Both existing customers and others who have become interested in what we have to offer.

The fact that the booth this year featured The Manufacturing Company contributed to the great interest, Niklas Graberg thinks.

– Previously we've mainly shown finished products. This year we wanted to make it clear that we're a manufacturer. It positions us better to fulfill actual demands. If you control the whole chain, from design to production, you've got so much more to offer than those who only spend time trading. That's what makes us so resourceful.



Niklas Graberg

New System for Follow-up

It was impossible not to notice all the activity and mingling at the Industrilås booth during Subcontractor 2008. But not seen there was an equal amount of activity on the home front. Bookings and orders were sent through a new web-based system of contact follow-up directly back home to the main office in Nässjö. The staff there made sure that catalogues and other materials were mailed without delay to those who so desired.

– Our booth had a great position just inside the entrance to expo hall A. This led to many visitors stopping by us first. Since you don't want to carry around catalogues and informational material all day long we registered all visitors in the computer. When the expo attendees returned to work the next day our catalogue would be there waiting for them, says Billy Ström. He is normally a salesman at Industrilås, and he developed the company's new system for contact follow-up.



Billy Ström

– During the four days of the trade show we make lots of contacts. Though this new procedure we don't run the risk of missing any follow-up. The handling is perceived by the visitors as both professional and positive, Ström concludes, while pointing out that the system also makes it possible to send thank-you e-mails and evaluation forms.

Victor is here to stay

A new logo, named Victor, has emerged at Industrilås. Fredrik Mölzer, Managing Director of the company, who is Victor?

– Victor is more of an outlook than a person. We were looking for a symbol for our corporate culture. Since the most important assets at Industrilås are our team members, it was natural with a person in the centre. We chose to call the symbol Victor, since it's a name with a great deal of positive energy.

What do you want the symbol to express?

– For the last few years we've been thinking a lot about what makes us unique and successful. Victor and the values he represents gather, in a targeted way, our philosophy, what makes us prosper and what makes people want to work with Industrilås. It's both about human values and our organizational and customer outlook.

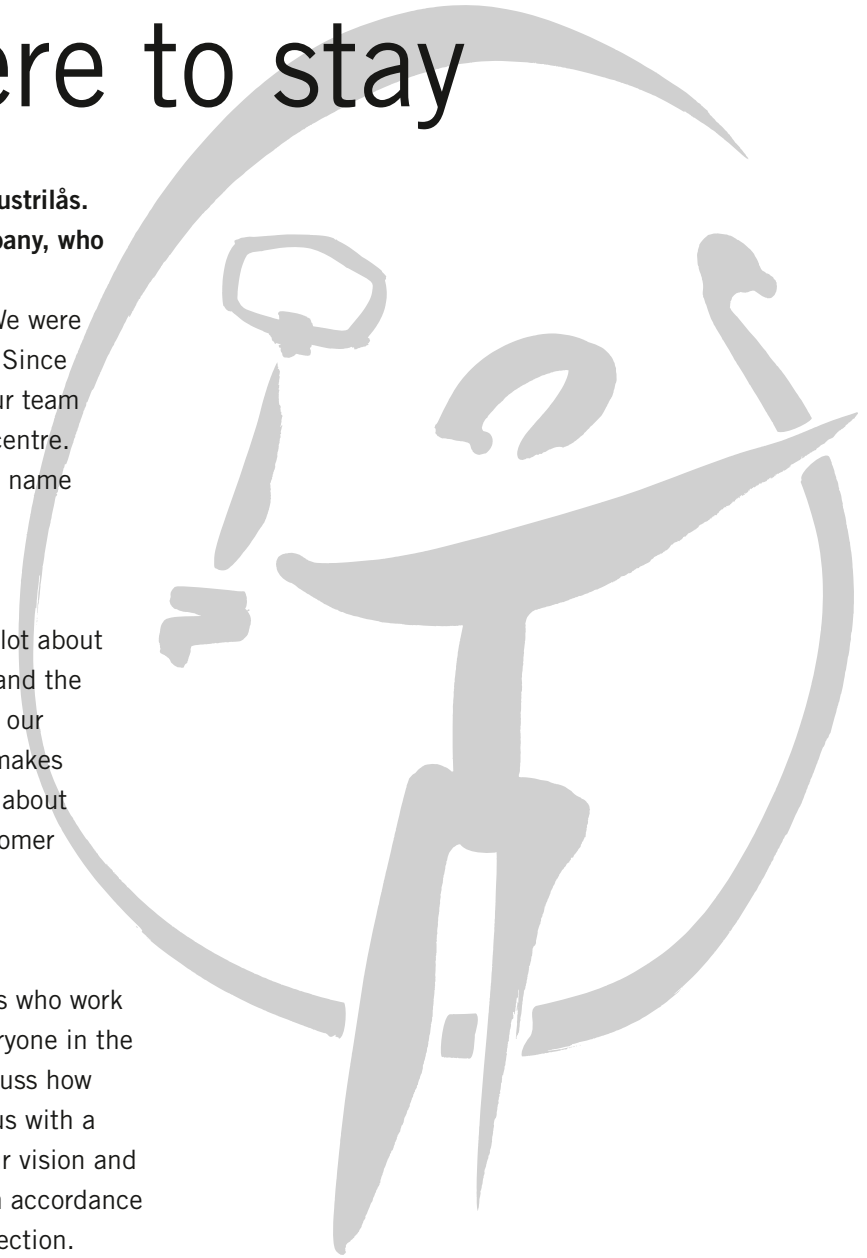
Who benefits from Victor?

– Victor was primarily intended to give all of us who work at Industrilås a guideline for our conduct. Everyone in the company knows of him and we frequently discuss how to interpret what he stands for. This provides us with a common value base. It gives us insight into our vision and what we need to do to achieve it. If we work in accordance with Victor then we are moving in the right direction.

– Lately we've also experienced a great deal of external interest in the way we work with Victor. Many of our customers and suppliers want us to explain how we foster a team spirit, togetherness and positive energy with the aid of Victor. We think that's fun. We don't have the sole right to these thoughts and we're happy to share what we've learned. The more people who embrace what Victor stands for, the better it is for everyone.

The book "The Key to Success" was just published. Who should read it?

– We developed the book because we think it's important to keep Victor alive and present in the daily tasks. All our employees and also a fair number of suppliers and customers have received it. The book is revised once a year and that way it becomes an additional tool in our own improvement process.



Would you like to learn more about Victor?

– It's satisfying to see the book lying around on desks and around machines, well read and with worn covers. Then I know that we're keeping an eye on what's important. Since we're pleased to share Victor with others, it's just a matter of calling or e-mailing us and we'll be happy to send a copy to whoever is interested, says Fredrik Mölzer.

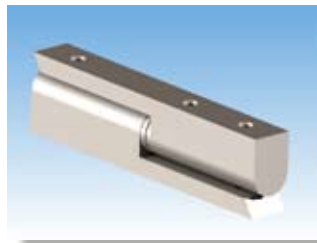
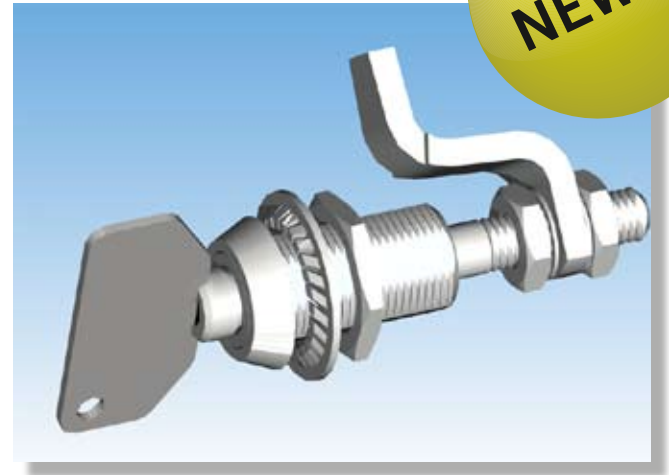


Many reasons to choose stainless

NEWS!

Today, there are high demands on enclosures installed in public areas. These often house expensive equipment in need of protection from tampering. Certain enclosures with high voltages can even cause serious accidents if opened by a non-authorized person.

For these reasons, Industrilås has expanded its range of high-quality products with a number of corrosion resistant stainless steel latches and hinges. These products also satisfy the requirements for compression and are vibration or vandal resistant.



To read more about our news, [click here!](#)

The Man Responsible for Production

Magnus Eriksson is the new Manager of Production at Industrilås since August. Previously he worked at Sanmina.

– It's my responsibility to make sure operations and production run smoothly. I also work a lot on production development, in part by implementing LEAN practices throughout the production chain.

Today the Manager of Production position is set apart from other duties, which allows for greater focus on operations as well as direction of the production flow.

– This enables us to concentrate even more on improvements and development, Eriksson points out. He enjoys his new company very much.

– Industrilås is a proactive enterprise that constantly seeks new approaches and also plans long-term. Industrilås is indeed both an exciting company and a stimulating work place.



Magnus Eriksson

After hours Eriksson engages in home improvements. Right now he is getting a new kitchen ready. However, the golf clubs will have to stay in the closet until next season.

With a Flair for Telecom

– After nearly nineteen years with my previous employer I was hungry for something new. When the job offer came from Industrilås it felt great. It was an easy decision and today I very much like my job and the corporate culture here at Industrilås.

These are the words of Joakim Larsson who started in June as a salesman responsible for contacts in the telecom field.

– The telecom industry is in great need of the products Industrilås provides, like all their cabinets that need to be closed and locked in some way. This is where our unique capacity truly shines. Few companies have the ability to create solutions as cost-effectively as Industrilås, states Joakim Larsson.

– At Industrilås we're also used to adapting quickly to sudden changes, which suits the telecom business well, since it's part of an incredibly dynamic field where circumstances can change on very short notice. Joakim Larsson explains that the company's expanded push in the telecom arena will soon be visible: solutions



by Industrilås will increasingly be found on products from several of the larger manufacturers in the world.

Joakim Larsson has always travelled much on the job. There will be more journeys up ahead, but that does not keep him from travelling even in his spare time. But then with the family and a trailer.

– With three kids you don't worry about your leisure time, and we all like it in the caravan!

The next issue of Keywords will be published in March 2009.