



OEM AUTOMATIC
more than components







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JOIN US FROM THE START!

In 1974, the Franzén and Svenberg families relocated to Tranås with the intention of realizing their dream: to establish a family business focused on selling components to the Swedish industry. The decision to settle in Tranås was primarily influenced by its strategic proximity to major industrial regions, including Stockholm, Gothenburg, and Malmö, all of which were equidistant. Hans and Siv Franzén, together with Agne and Inger Svenberg, then laid the foundation for OEM Automatic, driven by a vision to become a significant partner for manufacturers. They aimed to achieve this by building a comprehensive product range tailored to the needs of small and medium-sized manufacturers, thus exerting influence on development within the industry. The evolution of both the customer base and product range was facilitated by a thorough understanding of the market and strong relationships forged with customers and suppliers alike.



1974

OEM AUTOMATIC WAS FOUNDED

According to Agne and Hans, the success of OEM Automatic was built on a solid business idea that provides the company with significant flexibility to meet customers, suppliers, and employees on individual terms.

1982-83

ESTABLISHMENT ABROAD AND LISTING ON THE STOCKHOLM STOCK EXCHANGE

We established companies in Finland and Norway in 1982-83 and were listed on the Stockholm Stock Exchange in 1983. Today, we operate in 15 countries and are considered one of the safest stocks according to Dagens Industri.

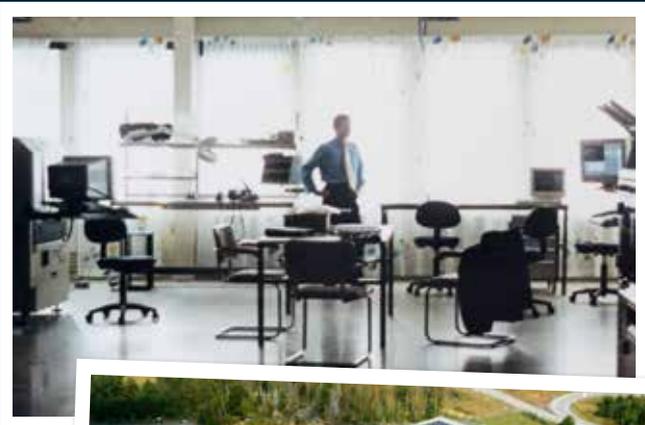


1991

ESTABLISHMENT OF OEM INTERNATIONAL

The parent company is formed, thereby establishing the concern that we are now part of.





1996 & 2001

LAUNCH OF WEBSITE & E-COMMERCE PLATFORM

The website is a crucial component of our operations, with the initial version launched in 1996. By 2001, our customers were also able to purchase products directly online. Today, we receive a significant number of visitors daily.



2010

ESTABLISHMENT OF OUR NEW LOGISTICS CENTER

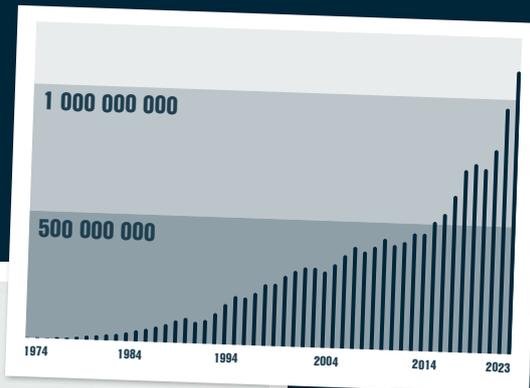
Spanning across an area of 9,000 square meters, we stock over 30,000 products and facilitate more than 700 daily deliveries. Additionally, this building houses our product refinement facilities, where we create customized solutions for our customers.



2014

40TH ANNIVERSARY CELEBRATION

We celebrated our 40th anniversary and reflected on our company's journey, where our employees have been one of the most valuable assets. Anette Karlsson and Kenneth Aregran are just two examples of the loyalty and dedication that have characterized our team. They have been part of OEM Automatic since the 1970s and retired in 2022 and 2023, respectively. Their steadfast service is a clear example of the long-term relationships we have built with our employees over the years.



2023

EXCEEDS
100 000 000 EUR



2024

*We're celebrating
50 years!*

LEADING IN VALUE-CREATING TECHNOLOGY SOLUTIONS

With our wide range of products from market-leading manufacturers, we offer high-quality products and support customers in their development projects to streamline procurement processes. With fast deliveries and dedicated sales representatives, we simplify procurement consolidation and contribute to streamlining the Swedish industry.

ABOUT OEM AUTOMATIC

OEM Automatic is one of the leading suppliers of industrial automation components in Europe. Our extensive and diverse range, composed of products from market-leading manufacturers, provides our customers with a unique opportunity to consolidate their purchases with a single supplier.

We strive to offer all customers access to high-quality products from the industry's most prominent manufacturers. Furthermore, we support our customers in their development projects and enable them to streamline their procurement processes. Our experienced product managers and sales representatives are dedicated to assisting customers in finding the most technically optimal solutions.

Fast deliveries, clear communication, and transparent information are fundamental to us. We aim to make it simple and efficient to have OEM Automatic as a partner. Our business is the result of a dream to create a family business and streamline the Swedish industry.



100

MILLION EUR
IN REVENUE



200

EMPLOYEES



5,500

CUSTOMERS



130

MANUFACTURERS



Let's collaborate!

We create collaborative relationships by serving as the essential link between manufacturers and customers. Our business model revolves around our sales representatives' understanding of unique local needs.

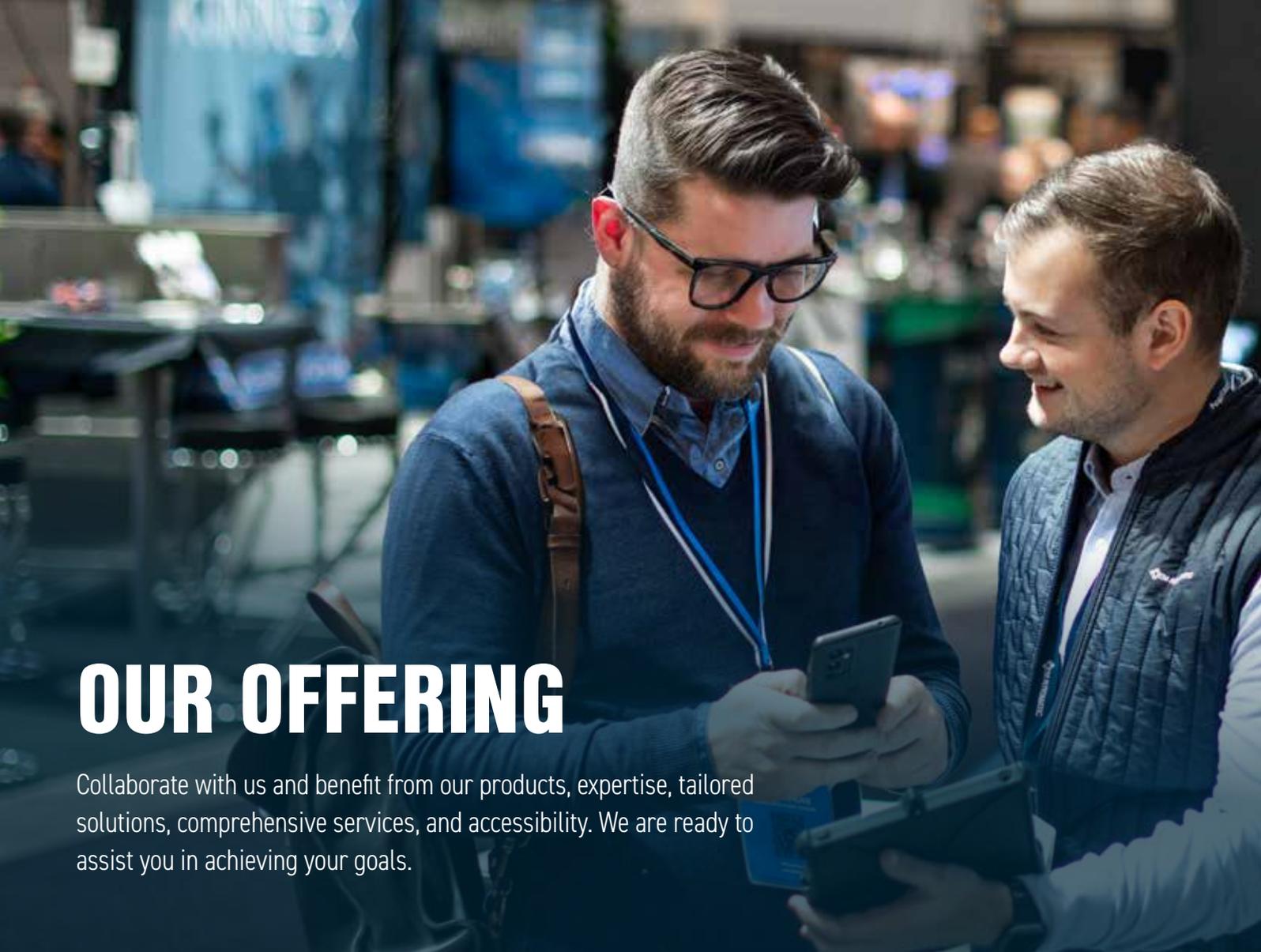
For manufacturers, we offer a golden opportunity to optimize their presence in local markets, while customers benefit from access to market-leading products and solutions delivered with personalized service and in-depth product knowledge through our accessible sales team.



OUR BUSINESS IDEA

With industry-leading expertise and personalized customer contact, we deliver components and customized technical solutions to businesses. We offer a wide range of products through specialized manufacturers who are leaders in their fields. Through close collaboration between customers, manufacturers, and employees, we become the most long-term and value-creating partner in the market.





OUR OFFERING

Collaborate with us and benefit from our products, expertise, tailored solutions, comprehensive services, and accessibility. We are ready to assist you in achieving your goals.



PRODUCTS

A wide and deep range, composed of products from leading manufacturers and divided into six product areas, provides a unique opportunity to consolidate purchases from a single supplier.



COMPETENCE

We have product managers who possess expertise in their specialized fields. If you have any questions about products and solutions, you can always turn to us for industry-leading expertise.



SOLUTIONS

Through customized products directly from manufacturers, we can ensure optimal solutions for your specific needs. Our refinement department is also prepared to offer tailored logistics solutions, including special packaging and assembly.



CLOSENESS

We prioritize closeness to our customers through our centralized logistics center, personalized sales visits from our five sales offices, available customer support, and a modern website.

Here's how it works!



YOU'RE IN NEED OF PRODUCTS

You're involved in manufacturing products, machinery, mobile applications, or creating other solutions and require products that suit your specific needs..



GETTING IN TOUCH

We are located throughout Sweden with several sales offices and can meet you on-site to assess your needs and analyze the available opportunities. Otherwise, we are always available through digital meetings or by phone.



TOGETHER WE CREATE THE SOLUTION

We bring your preferences along and develop solutions with our products, experience, and expertise. Our manufacturers are also readily available at meetings, whether physical or digital. Did you know that all of our products have a specialized product manager?



PRODUCTS FOR YOU

We bring forth the products you need from our extensive range. Together, the proposals are evaluated and tested.



CUSTOMIZATION

To enhance the solution for you as a customer, we perform simpler product refinements and adjustments in-house before delivery. For larger volumes, our manufacturers can also customize products directly from production.



LOGISTICS

At our large logistics center, we have a large amount of stock, and we take pride in delivering to you with high delivery precision, so you get what you need, when you need it.



SAFETY - A TRUE PARTNER IN COLLABORATION!

We are with you throughout your project and remain available for questions or challenges ahead, either through your sales contact or our technical customer support. What will we develop together next time?

PRODUCTS

To maintain a high level of technical expertise about the products, we have divided the range into six different product areas. Together, these constitute one of the market's largest ranges in automation, consisting of products from leading manufacturers. This provides you with a unique opportunity to consolidate your purchases from a single supplier.

ELECTRICAL CABINET COMPONENTS

We offer one of the market's widest ranges for cabinet construction. Our portfolio covers everything from traditional components such as relays and terminal blocks, to temperature regulation. In line with the development of IIOT, we also focus on smart, connected products for remote monitoring, and data storage. Additionally, we have a range of components for energy metering and power automation.

"All you need for cabinet construction and digitalization"



CABLE

With us, you'll find everything you need when it comes to cables, cable chains, and related products. We can customize cables according to your needs and preferences and offer them on spools or cut to your desired length. Additionally, we can assist you with logistics solutions such as complete wiring harnesses and inventory management. In addition to our range of cables, we also offer industrial robots to meet your automation needs.

"A complete solution when it comes to cable and cable chain"



MACHINE

Our range includes automotive products, warning products, and machine components. Additionally, we offer mechanical products and accessories as well as outdoor and work lighting for demanding environments with the possibility of customization.

"Products for mobile applications as well as a wide range of lighting"





SENSOR & MACHINE SAFETY

We offer products in sensors and machine safety for mobile machinery, elevators, doors and gates, as well as AGVs. Regardless of the type of equipment or environment you work with, we strive to provide solutions that meet your requirements for measurement, positioning, and enhance safety for both personnel and equipment.

”Products for safety, measurement, and positioning”



PRESSURE & FLOW

With our products, you can ensure efficient control and monitoring of fluids and gases in various applications and environments, leading to increased precision and control over your processes. Our range includes solutions for accurately measuring and regulating pressure, level, temperature and flow.

”Components and customized solutions for measuring and controlling liquids and gases”

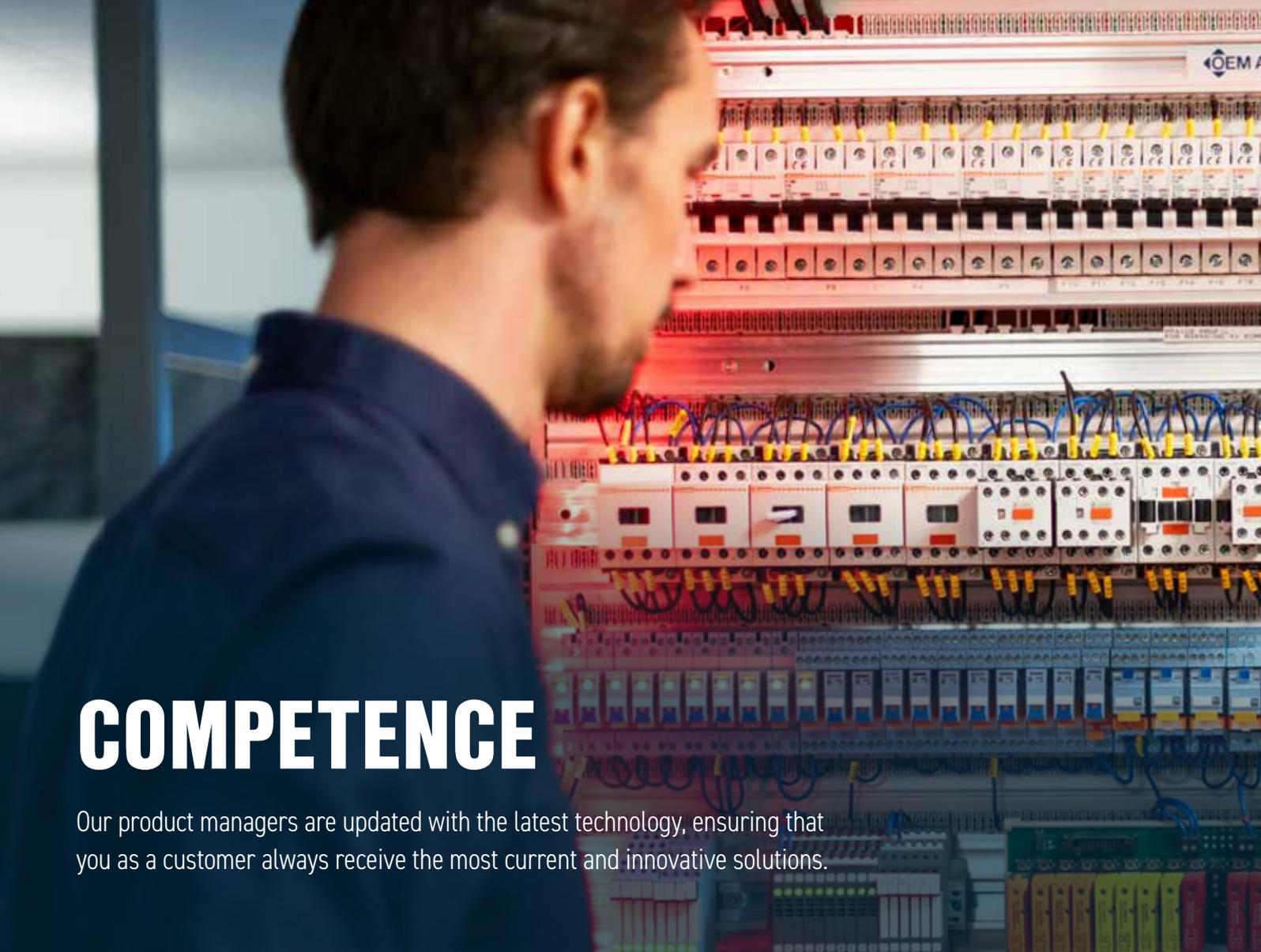


COMPUTER VISION

Here you will find a comprehensive range that meets your needs and requirements for accuracy and performance in computer vision. We offer cameras, optics, software, and accessories for both traditional 2D and 3D applications. This is complemented by powerful computers for AI and embedded solutions, among others.

”The natural choice when selecting components for your vision solution”





COMPETENCE

Our product managers are updated with the latest technology, ensuring that you as a customer always receive the most current and innovative solutions.

EXPERTS IN PRODUCTS

Our product managers serve as the extended arm of the manufacturer into OEM Automatic and work closely with the manufacturer's organization. They often collaborate directly with the manufacturer's development department.

Product managers are available within each product area and are experts in their specific product range. This individual is not only responsible for the product as a whole but is also specialized and knowledgeable about the details and specifications unique to that product. This ensures that we can offer high-quality products and industry-specific expertise to our customers whilst covering a broad and diversified range of products.

TECHNICAL EXPERTISE AND CUSTOM SOLUTIONS

Whether you're seeking advanced technical products or need tailored solutions for your business, our product managers are here to meet your unique needs. We aim to not only provide products but also bridge the gap between customer requirements and manufacturer product development.

INDUSTRY-LEADING MANUFACTURERS

Through close collaboration with global frontrunners in technology and product development, we not only ensure access to the latest products but also establish a knowledge base that supports our company's expertise.

With this partnership, we guarantee technical competence and service that meets the highest standards in our industry. By choosing us as your partner, you gain access to expertise from both our own team and world-leading manufacturers, providing you with a competitive edge in the market.

Loyalty and partnership enable us to forge strong bonds and cultivate good, long-term relationships with our manufacturers. Our goal is to be the optimal sales channel that positions our manufacturers as industry leaders within their unique product ranges in the local market.





SOLUTIONS

At OEM Automatic, we consider the entirety of the customer's needs and are pleased to deliver a comprehensive solution. In addition to all our standard products, we are happy to assist in finding the most optimal solution for the customer's challenges. Whether it involves customizing the product before delivery or making customer-specific adjustments through our manufacturers directly from production, we are here to help.

PRODUCT REFINEMENT – WE UNLOCK YOUR RESOURCES

Through our refinement department, we can assist our customers in finding the most efficient logistics solution for each individual case. This may involve special packaging and labeling products with custom labels, assembling a ready-made subassembly that fits directly into the customer's application, or delivering pre-cut cables to reduce inventory and waste. These solutions can be easily ordered through a specific order number. We aim to help our customers focus on what they do best, thus enabling them to free up resources and streamline operations.

- ✓ Fewer article numbers
- ✓ More efficient purchasing
- ✓ Simplified logistics
- ✓ Fewer suppliers
- ✓ Lower total cost

COLLABORATIVE PARTNERSHIPS FOR INSTALLATION

Alongside our collaborative partners, we also provide installation and servicing for our products. As many of our products are integrated into larger systems and setups, we have a network of partners ready to assist post-delivery, tailored to specific needs and industry requirements.

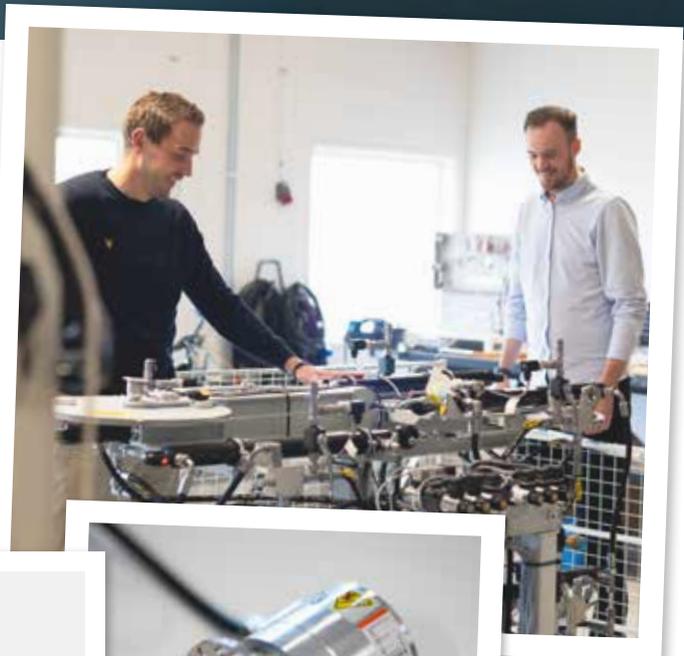
CUSTOMIZATION DIRECTLY FROM MANUFACTURERS

In our range, we have more than 50,000 different products, and through our 130 manufacturers, we also have access to even more products. If the product you need is not available, do not hesitate to contact our product managers, and we will investigate if we can find a solution for your needs. Many of our manufacturers also have the capability to develop custom solutions based on volume and requirements.



THIS IS HOW IT CAN BE DONE

One of our customers, Manta Marine Technologies, faced a challenge in finding an encoder that could withstand the harsh marine environment in their Wind Assisted Propulsion system. We developed a unique encoder in V4A material, a corrosion-resistant and stainless steel that withstands exposure to saltwater. Additionally, we provided a version that was ATEX classified.



OEM Automatic has become
our “go-to-place”



Christoffer Ahlström,
Electrical and automation manager,
Manta Marine Technologies





CLOSENESS

For us, proximity to our customers is crucial. We achieve this through a centralized logistics center, personal visits by dedicated sales representatives based in our five sales offices across the country, accessible customer support, and our modern website.

LOGISTICS

Höganloft is the name of our logistics center in Tranås. Here, we stock over 30,000 items as standard, and we deliver over 300,000 order lines each year. It serves as a central logistics hub for OEM Automatic companies in Sweden, Norway, and Denmark, as well as for our sister companies OEM Motor, Telfa, and Batteripoolen.

Our large and centralized logistics center creates a range of economies of scale that benefit both customers and manufacturers, as well as ourselves. Above all, it's the quantity of items we can keep in stock and the ability to handle complex deliveries from various manufacturers. Factors such as quality, delivery reliability, environmental impact, and meeting specific customer requirements are also facilitated by consolidating everything into one large and central facility.





Order online!

On our website, you can easily navigate through our extensive product portfolio with Swedish product information. There is also valuable information available in the form of news or knowledge pages related to our various product areas. If you have a web login, you can view your customer-specific price and current stock balance, and with the help of our e-commerce solution, orders can be placed with just a few simple clicks.



PERSONAL VISITS

Every year, our technical sales representatives conduct approximately 7,000 customer visits from our sales offices in Tranås, Umeå, Stockholm, Gothenburg, and Malmö. These personal meetings are crucial for understanding our customers' challenges and needs, as well as for us to offer our unique technical expertise.

CUSTOMER SUPPORT

No matter how you contact us, whether by phone, chat, or email, there is always a helpful person on the other end. Our customer support department is always ready to assist with questions regarding delivery updates, price inquiries, or general technical queries. They also help with order registration to facilitate your experience as a customer.



RELATIONSHIP-BUILDING BUSINESS

Our sales representatives are well-informed about the products available in their specific areas, and their primary responsibility is to collaborate closely with customers, offering both commercial and technical guidance. This ensures we always provide the optimal solution.

A PERSONAL TOUCH

Our sales representatives serve as a personal link between customers, our product range, and industry-leading expertise. To become truly proficient in all our products, we are divided into six product areas, each with specialized salespeople. Therefore, to provide our customers with the best product solution, salespeople from different areas often collaborate.

ACCESSIBLE KNOWLEDGE

With sales offices in Tranås, Malmö, Gothenburg, Stockholm, and Umeå, our 40 sales representatives are always ready to visit you wherever you are in the country. If a video meeting is more convenient, we can arrange that too!

LEADERS IN DEVELOPMENT PROJECTS

Salespeople are often the natural link to progress, both in development projects and various problem-solving tasks. It's usually a salesperson who coordinates the overall process and drives a project forward in collaboration with the customer.





"You are quick to address our requests when we explore new solutions and features. We never experience any issues with delivery or response times, and borrowing components for testing is also hassle-free."

Petter Svensson, Electrical Design Engineer,
Toyota Material Handling

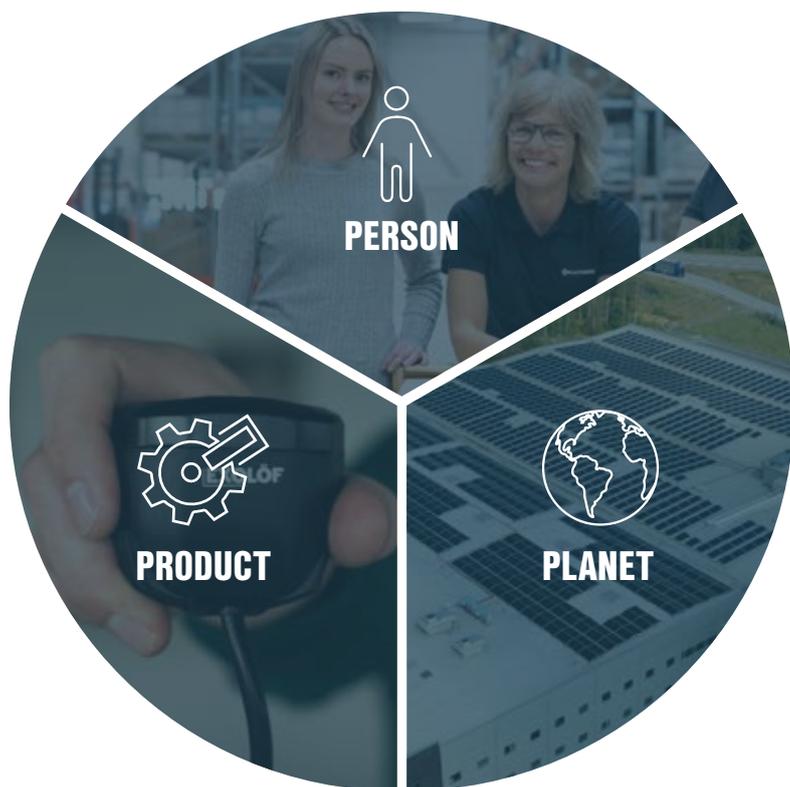
"Our products are often subjected to extreme environments, such as vibrations and dust. Thanks to the wide range of products and the possibility of customization, OEM Automatic continues to be a stable and reliable supplier for us."

Fredrik Jansson, Commodity Manager
Husqvarna Construction



SUSTAINABILITY & QUALITY

The focus of our sustainability efforts is to create economic stability with profitable growth, reduce negative environmental impact, maintain high business ethics, and be an attractive and healthy workplace. To demonstrate how we achieve this, we have divided our work into three focus areas: our three Ps - product, person, and planet.



PRODUCT

Our products are intended to contribute to technological solutions that foster a more sustainable industry. This includes providing product information that enables customers to select the best option for their application. We take responsibility by actively contributing knowledge to promote more sustainable solutions through our products in various forums. We engage in dialogue with our suppliers to promote sustainable characteristics in product development, including circularity, reduced resource consumption during production, and efficiency in the user phase.



Quality is an essential part of development

OEM QUALITY DEVELOPMENT

We have developed our own activity management system called "OQD" – OEM Quality Development, which is based on Toyota's principles. The management system includes close monitoring of non-conformances, visualisation of results compared to objectives and improvement initiatives from employees. The responsibilities are delegated through our quality meetings and the work is documented on the clearly visible boards out in the workplace. Thanks to our OQD programme, we are continuously implementing improvements that lead to enhanced delivery efficiency and allow us to expand the offerings to customers.

EFFICIENT COMPLAINTS MANAGEMENT

Unfortunately, complaints and claims are inevitable. However, a complaint can result in growth, development and new knowledge. When we receive a complaint, we aim to resolve the matter efficiently so that the customer is compensated in a relevant way and we take corrective action to prevent a recurrence of the problem.

QUALITY CERTIFICATION

Our quality assurance practices are a key part of our operations and our processes are certified to ISO 9001:2015 and ISO 14001:2015 standards.



PERSON

We value dedicated and well-being employees and strive to create a pleasant working environment through annual development discussions. We also aim to be an attractive workplace for everyone and place great importance on gender equality. By hosting lectures, conducting internal training sessions, and reviewing our recruitment processes, we aim to be an inclusive employer. Additionally, we monitor gender distribution to increase the proportion of women both within our company and in leadership positions.

At our logistics center, safety is of the highest priority. With well-established procedures, we continuously work to maintain a secure working environment. Since we do not have our own production, we also actively engage in monitoring our manufacturers' processes and ensure that our manufacturers commit to following our code of conduct to uphold human rights and ethical standards.



PLANET

We are working to reduce our carbon footprint and contribute to biodiversity. We monitor our carbon emissions monthly to take actions leading us towards our goal of halving emissions by 2030 (baseline year 2020). Being aware that transportation significantly impacts our footprint, we actively identify and implement improved transportation methods. Through effective planning, foresight, accurate orders, and ensured product quality, we create opportunities for better shipping options for our operations.

It is also crucial for us that the electricity we consume is renewable and preferably self-produced, for example, through solar panels. As this is a central aspect for us, we also undertake work to monitor our suppliers' energy supply and climate impact.



OUR VALUES ARE THE FOUNDATION OF OUR CULTURE

At OEM Automatic, our culture is built on our four core values. These values have been with us since our establishment in 1974. Through long-term commitment and strong cohesion, we have developed an organization with high employee satisfaction. This is a key part of our success!



ENGAGEMENT

*With engagement,
we grow together.*

- We are responsible and have a positive attitude
- We are curious about new approaches and solutions
- We aim to achieve and exceed expectations



CONSIDERATION

*With a familial atmosphere,
we show care for one another.*

- We care about our colleagues, customers, and suppliers
- We encourage each other to dare to develop
- We are honest with each other and take the time to listen



COMPETENCE

With high competence, we keep up with the development.

- We embrace new knowledge and technology
- We keep up with global developments
- We contribute to value-creating and sustainable projects



SIMPLICITY

With simplicity, we create long-term relationships.

- We are accessible
- We are solution-oriented
- We are humble



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A part of OEM INTERNATIONAL
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