

COMPANY PRESENTATION



*more than components*





# LEADING IN VALUE-CREATING TECHNOLOGY SOLUTIONS

OEM is a link between its customers and leading manufacturers of products and systems for industrial applications. We bring value to our customers by offering an extensive and diverse range of products coupled with considerable technical and applications expertise. We create value for our suppliers by being the best distribution channel available to them in OEM's markets.



**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.

**2024****WE'RE CELEBRATING  
50 YEARS!**

OEM turns 50 and celebrates its long and successful history growing together with our customers, suppliers and employees.

**2009****OEM AUTOMATIC SHANGHAI  
WAS ESTABLISHED**

OEM establishes our company in Shanghai to locally support our customers and suppliers with operations in China.



# SUPPLIERS

## OEM AUTOMATIC OFFERS

More than 30 000 customers in 14 countries

High market penetration with approximately 28 000 yearly customer visits

Local organisation with product specialists, logistic support, marketing and sales

Logistic solutions that satisfy customer requirements

Feedback on customer requirements



# CUSTOMERS

## OEM AUTOMATIC OFFERS



Access to a wide range of components from more than 400 suppliers

Possibility to reduce the number of suppliers

Deep product and application competence

Local support on each market

Deliveries in the right place at the right time



*Vision*

# BEST PARTNER FOR INDUSTRIAL COMPONENTS

## OUR VALUES

Our operations are guided by four values and principles, which focus on our key stakeholders: customers, suppliers, employees, and owners.



BEST SERVICE



LOCAL PRESENCE



HIGH KNOWLEDGE



COLLABORATION





## OEM INTERNATIONAL

OEM Shanghai is part of the Swedish OEM International group, which is listed on the Stockholm Stock Exchange. The group consists over 30 units operating in 15 countries.

 **5239**  
NET SALES (MSEK)

 **1000**  
EMPLOYEES

 **30 000**  
CUSTOMERS

 **400**  
MANUFACTURERS

 **1974**  
ESTABLISHED



OEM operates in Finland, Sweden, Norway, Denmark, Estonia, Lithuania, Latvia, Poland, Hungary, Ireland, United Kingdom, Slovakia, Czech Republic and China. Together we are one of the leading suppliers of industrial components in Northern Europe.



# MAKING IT EASY

As a part of one of Europe's leading suppliers of components for industrial automation. OEM Automatic Shanghai offers our customers a wide and deep range of products from some of the industry's leading manufacturers.

At OEM Automatic Shanghai we focus on making life as easy as possible for our customers, offering access to high quality products through customized logistic solutions, always together with a high level of personal service. We combine the benefits of our European organization with the local knowledge from our staff in China to create an offer tailor made for the Chinese market. Flexibility and respect are our core values and it's important for us that purchasing from OEM Automatic Shanghai makes our customers feel that we are the reliable partner that supports them to successfully grow their business.

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**OEM AUTOMATIC CO. LTD.**

**2009**  
FOUNDED

**34**  
REVENUE (MRMB)

**300**  
SUPPLIERS

**7**  
EMPLOYEES



## Here's how it works!



### YOU'RE IN NEED OF PRODUCTS

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



### GETTING IN TOUCH

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We are located in Shanghai and can meet you on-site to discuss your demand. Otherwise, we are always available through digital meetings or by phone.



### TOGETHER WE CREATE THE SOLUTION

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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

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





## Here's how it works!



### CUSTOMIZATION

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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

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We have regular import shipments from our large logistics centres in Sweden and Finland. We make customized the label and packing for you. We are proud to be able to supply the products you need, quickly and right when you need them.



### SAFETY - A TRUE PARTNER IN COLLABORATION!

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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?





## ONE PARTNER – UNIQUE PRODUCT RANGE

In order to meet your diverse needs and serve you as efficiently as possible, we have divided our business into specialized product areas.

VEHICLE	PANEL COMPONENTS	KEYBOARDS & DISPLAYS
BATTERY	MACHINE VISION	PRESSURE & FLOW
SENSORS & MACHINE SAFETY	PLC & DRIVES	PUMPS
ELMECH & THERMAL	MATERIAL & EQUIPMENT	ROBOTICS
CABLES & CONNECTORS	MOTORS & BEARINGS	CURRENT FEEDING

# PRODUCT RANGE

## **SENSORS & MACHINE SAFETY**

Sensor technology, barcode readers, safety components and solutions for machine and equipment manufacturers

- Optical sensors and camera sensors
- Barcode readers
- Encoders
- Ultrasonic sensors
- Limit switches and foot switches
- Inductive sensors
- Tilt and acceleration sensors
- Safety radar and laser scanners
- Magnetic switches and RFID switches
- Safety relays and PLC's
- Locking solutions
- Safety fences
- Safety edges and mats



## **CABLES & CONNECTORS**

Standard and special cables, conductors and interconnection solutions for all the needs of machine and equipment manufacturers

- Cables and single core wires
- Special cables and single core wires
- Protective conduits
- Cable length measuring devices
- Cable lugs, cord-end-sleeves
- Crimping tools and cutting
- Sensor connecting cables
- I/O blocks
- Ethernet switches and connectors
- Multipole connectors
- DIN valve connectors and connecting cables



## **MACHINE VISION**

Wide range of cameras, components and software for 2D/3D computer vision applications. Complemented by powerful computers for AI and embedded solutions

- Industrial cameras
- 3D cameras
- Smart Cameras
- Optics
- Optical filters
- Machine vision software
- Camera housings
- Industrial PCs
- Expansion cards
- Machine vision lights



## **PANEL COMPONENTS**

Electrical and automation components and accessories for electrical control panel assemblies to meet the needs of machine and equipment manufacturers

- Enclosure thermal management
- Relays
- Regulators, thermostats and temperature sensors
- Motor protection and control
- Fuses
- Power supplies
- Control equipment
- Signalling equipment
- Industrial computers and IIoT
- Energy meters and network analysers
- Terminal blocks and labeling accessories
- EMC filters
- Enclosures, cable glands and installation accessories
- Cable markers
- Busbar systems



## **ELMECH & THERMAL**

Customised solutions for industry equipment manufacturers. Electromechanical components and heat management, power supply and lighting solutions

- Switches (code, rocker, push, rotary, timer)
- Connectors (PCB, IEC, multipole)
- Power cords
- Enclosures
- Fans and blowers
- Heating (PTC, surface, cables)
- Cooling (passive, liquid, peltier)
- Thermostats and over temperature protectors
- PCB transformers and chokes
- Power supplies (industrial, medical, LED)
- LED-lighting



# PRODUCT RANGE

## VEHICLE

Our product range consists of warning and work lights, camera products, antennas and various mechanical accessories

- Vehicle cameras
- Mounting brackets
- Warning lights and buzzers
- Industrial lasers
- Work lights
- Antennas
- Mechanical locking systems
- Mechanical machine parts



## KEYBOARDS & DISPLAYS

Display modules, LED displays, industrial monitors and custom designed keyboards and panel solutions

- LCD-, TFT-, OLED and microLED-displays
- Monitors and computers
- Capacitive touchpads and touch panels
- LED display board
- Silicone rubber keypads
- Membrane switches
- Mechanical Industrial keyboards
- Customer specific casing and complete panel solutions



## PRESSURE & FLOW

Products for liquids and gases measurement, regulation and control. Tailor-made solutions and assemblies

- Pressure sensors
- Temperature sensors
- Flow sensors
- Thermal mass flow meters and controllers
- Force sensors
- Level sensors and switches
- Solenoid valves
- Variable area flow meters
- Valve Manifolds
- Air Distribution Manifolds
- Double Filters
- Solenoid Valves (Also ATEX- and SIL-certified)
- Pneumatic Valve Islands
- Pneumatic cylinders and FRL equipment



## MOTORS & BEARINGS

Components for motor drives, linear motion and power transmission. We can also supply bearing solutions according to the customer's specifications

- AC-, DC-motors and gears
- Servo- and stepper motors
- Motor controllers and drives
- Ball spline and screws
- Linear actuators
- Conveyor systems
- Solenoids and holding magnets
- Spherical plain and bearing units
- Ball, roller and needle bearings
- Slewing rings and drives
- Belts and pulleys
- Roller and conveyor chains
- Rod ends and spherical plain bearings



## PUMPS

Wide range of well-known manufacturers pumps suitable for a wide range of applications. Also original spare parts and accessories

- Diaphragm pumps
- Flexible impeller pumps
- Dosing pumps
- Double screw pumps
- Centrifugal pumps
- Sliding vane pumps
- Gear pumps
- Progressive cavity pumps
- Lobe rotors pumps
- Vacuum pumps
- Test pumps





# OEM AUTOMATIC

AIGNEP Allen-Bradley Guardmaster armacell ASCO ASD Safety Solutions böhm Kabel BACO Bailey & Macken

BASLER the power of light BERNSTEIN BROOKS INSTRUMENT CAL CANALFAST COMEPI comat RELECO CROUZET

DELCON eickmann elektronik ELECO elesa ENSTO rotorik Fairchild entrelec EPEC EXOLÖF

Flamar a molex company GELBAU hugomüller KSR KUEBLER Industrilas When access counts igus Kubler Lovato electric ENERGY AND AUTOMATION LUMEL EVERYTHING COUNTS

LITZE SYSTEMATIC TECHNOLOGY molex the company's world of innovation ORLACO Specialized Camera Solutions PARTEX MARKING SYSTEMS SAB SABBARDUS RAM MOUNTS SITEM STEGO Suco PABLING Pabling Performance Since 1943

SVENSK BORSTTEKNIK TAKEX TAKENAGA SENSOR GROUP TC Direct tecsis TELEDYNE FLIR Everywhere you look WIKAI WISKA make power smile schaffner MORE POWER TO YOU primepower DBK

CONTA CLIP Aavid THERMALLOY amokabel KINGLEY RUBBER RYDAHL ibec ROTEK THK The Best of Both Worlds

ELECTROMEN TIANMA bulgin hideolite HELAG lowering technology products PULS duelco SAFETY SOLUTIONS ELWIS DATALOGIC





# VALUE-CREATING LOGISTICS

OEM logistic centers in Sweden and Finland provide regularly shipments to our warehouse in Shanghai. Our focus is on short lead times and cost efficiency as well as choosing environmentally friendly shipping methods.



## LOGISTICS CENTER

We stock approximately 27,000 product items in our logistics centre, which handles over 160,000 delivery lines each year. By keeping our products under one roof, we ensure the availability of a large volume of items. This helps our customers boost their procurement processes by delivering products from multiple manufacturers in a single delivery.



## FAST AND RELIABLE DELIVERIES

By setting our sights high, we have achieved the efficiency to promise you the right goods, at the right time and with the delivery method you want. We aim to maintain a 97% reliability rate in our deliveries. We are constantly working with our suppliers to further improve our efficiency and service levels.



## SHANGHAI WAREHOUSE

Our Pudong warehouse in Shanghai receives and inspects all goods before being shipped out to our customers throughout China. This warehouse enables us to inspect every single product with the highest quality of care. OEM Shanghai is also able to offer custom packaging and custom labelling services based on our customers' needs.

# SUSTAINABILITY

## SUSTAINABLE DEVELOPMENT GOALS

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At OEM, we want to strive for more sustainable development and operations. At the heart of sustainability is the achievement of financial stability through profitable growth, reduced environmental impact, high business ethics and a healthy working environment. In addition to the practices we have created, we also want to actively involve our employees in sustainability work. We want our employees to be proud of their workplace and the steps they take.





## PRODUCT



Through high product and application expertise, OEM must influence the customer's choice of components and solutions from a sustainable development perspective.

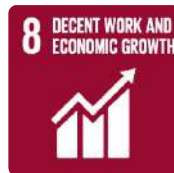


- ✓ Communicate environmentally friendly products in marketing communications and sales processes
- ✓ All products must have 100% REACH/SCIP data
- ✓ 100% of our A-level suppliers are have undergone a supplier assessment in accordance with the "Supplier Assessment"

## PERSON



OEM manufacturers should have an open working environment where everyone is guaranteed equal opportunities on the basis of their qualifications to work, regardless of gender.



- ✓ Employee satisfaction index (NMI) should be higher than 4.0 after completing the survey
- ✓ At least 30% of women in employment
- ✓ At least 20% women for sales and product positions
- ✓ Take action on promoting gender equality
- ✓ Zero vision for accidents at work
- ✓ 100% of our suppliers must sign our Code of Conduct

## PLANET



OEM must participate in reducing climate impacts by reducing our carbon dioxide emissions.



- ✓ OEM to measure, set targets and reduce emissions based on the GHG Protocol
- ✓ Halving CO2 emissions every 10 years
- ✓ 100 % of used energy from renewable sources by 2030
- ✓ Fossil-free fleet by 2030
- ✓ Take action to reduce fossil dependency in logistics
- ✓ Increase the share of self-generated energy
- ✓ Document the suppliers reporting their CO2 emissions

