

It's not about tubes.

It's about the right kind of tubes. Tubes used in the right way. Tubes in new ways. Tubes that make a difference. Tubes that affect. That lead to freedom, safety and trust.

It's simply about "Smart Tubes".



Heléns

Fight against all kinds of routine.

Columbus didn't use an egg cup. However, the question is, was he as creative his whole life? After many journeys and great adventures even this successful explorer was struck by the scourge of routine.

“This is the way I've always done it and it has worked well.” No doubt, you have heard people say this many times throughout the years. And in a way it is quite acceptable as long as it works.

The only problem is that one may miss opportunities that are very close by. Suddenly a competitor shows up, a competitor who has questioned routine and seen things a little more clearly.

We don't want you to experience that day.

That is why we're saying, “fight against all kinds of routine regarding tubes”. Question methodically. Become a “difficult” designer or production engineer, one who is never satisfied.

There are always things that can be done in a better or different way, that will lower your costs, improve functionality or increase added value.

We promise to help you. That's what we're good at.



Fight against the impossible.

When Charles Lindberg was flying his single-engined propeller aircraft over the Atlantic Sea in 1927, in some people's eyes he did the impossible. To him, the outcome was certain.

He knew that the "impossible" could always be overcome. It's about attitude, about the ability to see the opportunities in the "impossible" and to dare.

It is also about knowledge.

So when you're starting your next development project, maybe your view of the outcome will not be as certain as it was to Lindberg.

However, if you have the knowledge and if you dare, we at Heléns may have the solution to the things that you may consider "impossible". Or we can give you clues how to use your tubes in a totally new way in your products.

Let us together fight against the impossible. Preferably before the next plane takes off.



Fight against yourself.

He fought with a noble heart against windmills. Old Don Quixote thought they were terrible dragons and that he was making an effort for the good.

Isn't it a bit like that at work. You've made up your mind that things are performed in a certain way. You've identified your strengths and weaknesses, sharpened your sword and you're convinced of your own excellence.

Go out and fight on the tough market!

What you don't always do is to look at yourself in the mirror of honesty. You don't see that decisions, which you've made earlier, may already be outdated.

Don Quixote fought alone against a superior enemy – himself. This does not have to happen to you.

We want you to regard us at Heléns as your allies in the fight. Someone you can trust all the way and who dares to reveal that you are fighting against windmills, not dragons.

We are of course talking about tubes. However, just as important, we're talking about durable production and logistic solutions to provide profitable partnership for all.

Drive us into a corner, like everybody else we also need to fight against ourselves.



It's about knowledge.

The demands of the world are changing fast. Now more than ever we have to develop business driven methods of collaboration, which truly take advantage of all the existing hidden opportunities.

Only a couple of years ago we delivered “ordinary tubes” to everybody. Today we deliver “Smart Tubes” to the majority of our customers.

However, the idea wasn't ours from the beginning. It is our customers who have

made their demands very clear to us and we have adapted our business. We're happy about that.

During these years we have developed extensive knowledge and experience regarding our tube products and tube constructions. We have built up an organization and leading expertise when it comes to the development of material, logistics, production systems and solutions.

We have accumulated vast experience from Scandinavian and international customers, companies within a number of different market segments, to which we can contribute something out of the ordinary.

Today, we are concentrating all our powers on being the best business partner for our customers in each market segment.

Mechanical Engineering



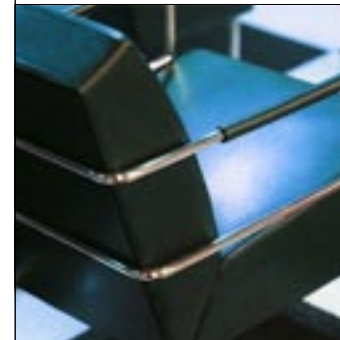
Automotive



Steel/Metal Construction



Furniture/Leisure Equipment



Plant Engineering





We want to talk about smart tubes with you.

You know as well as we do that there are many ways of solving problems and this is the reason why we want to talk about “Smart Tubes” with you.

Instead of ordering “ordinary tubes” from our stock for your production and then working on them in a traditional manner, it could actually be worthwhile for us to meet and talk.

Hopefully, the result will be smarter solutions. Together we can find new ways to make both of us winners. And it’s about the whole process from design and production solutions to logistics and business solutions, wherever you are in Europe.

Many times the solutions are right in front of you, waiting to be discovered. We have many examples of exactly this.

That’s what we call “Smart Tubes”.

The whole of Scandinavia and some more

Ordinary tubes

Unusual tubes

Scandinavia’s leading supplier network

Specialized product knowledge

Material specialist

Product development support

Production support

Tubes straight into your production.

Logistic solutions

Business solutions

Trade focus

European presence





Of course it's about tubes.

Not any kind of tubes, but the kind that creates true added value, "Smart Tubes".

We address those who use tubes in their products or in their production arrangement, and who are open to seeking new ways everywhere, where tubes are involved.

We have, as Sweden's leading tube specialist, a genuine Swedish and international wealth of experience, which is at your disposal. We want to use this experience in your company. We want to be a part of developing your competitive strength.

So, the next time the word tube or profile is brought up, think "Smart Tubes" and contact us at Heléns. Let us together fight against all kinds of routine, against the impossible and against ourselves.

