

IMPACT COATINGS ANNOUNCES MANAGEMENT TEAM CHANGES TO DRIVE GROWTH

Impact Coatings is entering a period of expansion during which we are advancing our product offerings, how we approach our markets, and our industrial capacity – especially within hydrogen fuel cell and automotive safety applications. To-date during 2021, Impact Coating has enhanced the company’s management team with capabilities in Coating Services, business development, and marketing communications.

As mentioned in the first quarter financial report, Carina Höglund has been appointed VP Coating Services and joined the management team during the first quarter of 2021. Carina holds a Ph.D. in Thin Film Physics from Linköping University and joined impact Coatings as Senior Technology Expert in 2019. Carina and her team will develop and expand Impact Coatings’ Coating Services offering in close collaboration with customers and our R&D team.

In early May 2021, Anette Therén, with a background in the cleantech and innovation sectors, joined Impact Coating’s management team as VP Marketing & Communications. Peter Högfeldt, previously VP Marketing, has transitioned to a new role as VP Business Development & Investor Relations with a focus on strategic partnerships and investor relations.

Will Wright, previously VP Sales with responsibility for fuel cell business development and based in Seoul, Korea since late 2020, has left Impact Coatings at the end of March 2021 to pursue other activities. We thank Will for his contributions during his time with the company.

To strengthen our position in Korea, Impact Coatings has engaged Asian business development consultancy Intralink. Intralink’s Nils Meesterburrie, based in Seoul, has been appointed Sales Director, Korea and is now responsible for the Hyundai partnership as well as growth in the Korean market.

Robert Mamazza, with a Ph.D. in Electrical Engineering from the University of South Florida and extensive experience in PVD thin film coatings from, among others, Oerlikon, has been appointed President, North America as of April 2021. Robert will develop our go-to-market strategy and has commercial delivery responsibility for important fuel cell and automotive safety customers in the U.S. and Canada.

Our next step in strengthening the organization is currently focused on recruiting a President for the EMEA region, based in Germany.

Press Release
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“The strengthened management team will help Impact Coatings extend the reach and capabilities of our global sales team and develop new strategic partnerships that will help us meet the most rigorous demands of our industrial customers. We also intend to implement a more structured and customer-centric approach to our marketing communications to further enhance our market position,” said Torbjörn Sandberg, CEO.

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About Impact Coatings AB

Impact Coatings develops and delivers world-leading technology for industrial PVD-coatings with a focus on fuel cell, decorative, metallization, and reflector applications. PVD is a method of, under vacuum, producing thin layers of metals and ceramics – surface coatings that maximize performance and durability. Impact Coatings markets coating equipment under the trade name INLINECOATER™ and coatings under MAXPHASE™.

The company’s shares trade on Nasdaq First North Growth Market. The company’s Certified Adviser is Redeye AB, reachable via Certifiedadviser@redeye.se or +46 8 121 576 90.