

## Impact Coatings Welcomes Stefan Dreger as President EMEA , Hydrogen Solutions

Impact Coatings is pleased to announce that Stefan Dreger has joined the company in the new role of President EMEA, Hydrogen Solutions. Stefan's responsibilities will encompass sales leadership and business development with a clear goal to accelerate Impact Coatings' revenue growth within the Fuel Cell and Electrolysis segments in the EMEA region. Focus will be to further expand the company's customer base and execute a partner strategy, as well as contribute to the company's marketing and business strategies. Stefan comes to Impact Coatings from Robert Bosch GmbH, where his most recent role was Senior Sales Manager for Hydrogen Solutions.

Stefan brings more than ten years of sales, strategic marketing, and business development experience to Impact Coatings, with four of those years in the fuel cell ecosystem. Prior to joining Impact Coatings, he gained expertise in growing and leading cross functional international acquisition & project teams. Stefan is a graduate of Hochschule Ulm/Neu-Ulm with a diploma in Industrial Engineering.

"Stefan is an outstanding addition to Impact Coatings, as he brings deep experience from the automotive industry and knows what it takes to deliver customer success. As Impact Coatings continues its rapid growth and focus across the EMEA region, we expect Stefan's sales and leadership skills, and his background in building strong customer relationships, to accelerate Impact Coatings' growth. We are thrilled to have him on board," said Torbjörn Sandberg, CEO.

"I am excited to join Impact Coatings and look forward to working with our talented teams to continue to build on the solid foundation developed over the past decades. From my perspective, Impact Coatings is perfectly positioned to help customers transform their business towards clean and sustainable solutions, not least in the automotive industry. I look forward to helping Impact Coatings accelerate towards its future goals," said Stefan Dreger, newly appointed President EMEA, Hydrogen Solutions at Impact Coatings.

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## About Impact Coatings AB

Impact Coatings develops and delivers world-leading solutions for industrial PVD-coatings with a focus on hydrogen and fuel cells, automotive safety components and high-end consumer products. 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](mailto:certifiedadviser@redeye.se) or +46 8 121 576 90.

## Image Attachments

[Press Stefan Dreger](#)

## Attachments

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