



Press release

## Solar energy leader Midsummer strengthens its sales and marketing department

[Stockholm, Sweden, September 30, 2019.] [Midsummer](#), one of the world's leading developers and suppliers of advanced thin film building integrated solar solutions, has expanded its sales and marketing department with four new employees to further strengthen its position in the Nordic market for its BIPV product, [Midsummer solar roofs](#) and solar panels.

Midsummer expands its sales and marketing department with three new Area Sales Managers and a Marketing Manager for Midsummer solar roofs. With the new employees in place, Midsummer will strengthen its leading position in the Swedish market for integrated solar roofs and solar panels.

Midsummer's sales and marketing department has expanded with the following new employees:

- [Joel Brink](#) is Midsummer's new Marketing Manager. Mr. Brink most recently held a position as Retail Performance & Employer Branding Manager with BMW and holds a degree in International Marketing from the University of Turku University, School of Business and Economics.
- [Lars Norrman](#) has been hired as Area Sales Manager Europe, Solar Modules. He has more than 15 years of experience in sales and international marketing of Swedish products and services and Swedish technology. Mr. Norrman most recently had a role as Sales Manager with responsibility for business development and sales within the business areas SunCool; thermal solar panels and Enerstore; salt storage, focusing on Europe and Latin America.
- [Mikael Lindström](#) starts as the Area Sales Manager for Midsummer solar roofs aimed at the private market in Sweden. He most recently held a position in sales support/IT/projects service at Hjärtevadshus AB.
- [Daniel Månér](#) has been recruited as the Area Sales Manager for Midsummer solar roofs towards corporate customers in the Swedish market. He held a position as an Area Sales Manager and Customer Service Manager at Bauhaus & Co KB.

The sales and marketing focus for Midsummer solar roofs, Sweden's most attractive integrated solar roof, remains the Swedish private and corporate market. Sales of thin film solar cells are also being strengthened with a focus on the European market for membrane and metal roofs for industrial and commercial properties.

"It feels great to have our new, competent and inspired employees on board. We have had a great interest from the market and will now be able to respond even better to it, further strengthen the brand and develop stronger customer relationships", said Christoffer Löfqvist, Sales Manager for integrated solar roofs and solar panels.

The solar energy company Midsummer is a leading developer and supplier of advanced solar energy solutions for the production and installation of thin film solar panels and also a leading Swedish growth and export company. The unique [DUO system](#) has taken the position as the most widely used manufacturing tool for flexible CIGS solar cells in the world. Midsummer is today the world leader in being able to produce light, flexible, robust solar panels with high-energy efficiency.

**For photos of the new employees, please go to <https://midsummer.se/press/media-gallery/> or contact Mr Lindström.**

***For additional information please contact:***

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**About Midsummer**

Midsummer is a leading developer and supplier of advanced solar energy technology solutions for the production and installation of thin film solar panels. Its business offering includes equipment for cost-effective manufacturing of thin film solar cells as well as building-integrated photovoltaic (BIPV) solutions. Midsummer's production process for thin film solar cells has a minimal carbon footprint compared to other production processes for solar modules. Midsummer's [DUO system](#) has taken the position as the most widespread manufacturing tool for flexible CIGS solar cells in the world.

Midsummer develops and markets solar panels directly to end customers from its own production and via contract manufacturers. The energy producing metal roof [Midsummer solar roofs](#) is supplied with integrated solar panels for ease of installation. Midsummer's lightweight, thin and flexible solar panels makes for an aesthetically pleasing solar roof that is also suitable to walk on.

Midsummer's proprietary technology is based on a rapid process for the production of flexible thin film solar cells using sputtering of all layers of the solar cell. The Company's share (MIDS) is traded on Nasdaq First North Growth Market with G & W Fondkommission as Certified Adviser, phone: +46 (0)8-503 000 50, email: [ca@gwkapital.se](mailto:ca@gwkapital.se). For more information, please visit: <https://midsummer.se>