

# Cell Impact strengthens management and boosts activity in Europe

Cell Impact AB  
[www.cellimpact.com](http://www.cellimpact.com)

PRESS RELEASE | For immediate release

2018-01-12

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**The use of fuel cells is intensifying in Europe and Cell Impact AB (publ) has decided to expand its presence in this market. The company has therefore recruited Mr. Achim Zeiss to Cell Impact's management team as Area Manager Europe, effective January 8, 2018.**

Mr. Zeiss will be responsible for Cell Impact's sales of knowledge and production of flow plates to the European market with a strong focus on Germany. Through his well-developed network and partnership development, Mr. Zeiss will be responsible for business development in Europe, but will also contribute to the further development of Cell Impact's unique production method for advanced flow plates.

*"I'm looking forward to participating in the exciting development we now see for fuel cell technology in many areas. With more efficient technology and lower production costs, I see increased interest and use of fuel cells in numerous applications, such as material handling, buses, trains, lorries, but also in the automotive industry. To me personally, it is also very positive to be involved in this environmentally friendly energy source for the sake of future generations," says Mr. Achim Zeiss.*

*"With his technical skills and over 30 years of sales experience to the German automotive industry, Achim is a highly appreciated addition to Cell Impact's management. With his support, I see an opportunity to increase the pace to deliver both products and production know-how for the new generation of highly efficient fuel cells," says Mr. Pär Teike, CEO.*

**For more information please contact:**

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**About Cell Impact**

Cell Impact AB (publ) is a global supplier of advanced flow plates and production technology to fuel cell manufacturers. The company has developed and patented a unique method of adiabatic high-speed velocity pressing that enables flow plates with more advanced designs, which in turn creates more cost- and energy-efficient fuel cells when compared to conventional pressing methods.

The Cell Impact share is listed on the Nasdaq First North stock exchange and Erik Penser Bank is the company's Certified Advisor (CA).