



IMPACT COATINGS

Founded: The company started in 1997, as a spin-off from Linköping University. Following a period of development, the company is now expanding globally. Impact Coatings' share is traded at Nasdaq First North Growth Market since 2004.

Products: Today the focus is on five main applications, namely on hydrogen fuel cells, plastic metallization, reflectors, decorative products and electrical connectors. Trademarks such as MAXPHASE™ and INLINECOATER™ are promoted.

Market: Impact Coatings' clients can be found in any sector where surface characteristics of products play crucial roles, including green energy, automotive, telecom and consumer goods.

A New Acquaintance

A brief e-mail arrived at Valea from Impact Coatings: “Your firm has been recommended to us. Can we meet?” Naturally, we could. Meetings with potential clients are always most intriguing, since you can only prepare so much in advance and the discussions may go in many different directions. You do not know the motivations or reasons behind a wish for a change of representation.

Since that initial e-mail, Impact Coatings has decided to transfer power of attorney of all IP matters to Valea. An aim has been to get a fresh start and to restructure the IP portfolio as well as realigning the IP strategy with a new business model drawn up by a new management and board.

Impact Coatings AB is based in Linköping, Sweden, and develops and commercializes innovative technol-

ogy for PVD surface treatment. PVD stands for Physical Vapour Deposition, which is a method for vacuum coating of thin films of metal or ceramics. The company has developed deposition systems and processes for mass-production of coatings providing unique performances for hydrogen fuel cells, automotive reflectors, plastic metallization and other applications. The company markets a line

“Valea exhibits a keen sense for details combined with the ability to present complex challenges in a comprehensible manner.”

of PVD equipment and solutions that combine high-quality coatings with cost-effective and reliable volume production.

One year has passed since that first e-mail, and the building of a mutually beneficial relationship is taking off. During this year the actual transfer of files has taken place, involving aligning the portfolio with key markets and products. A number of significant business relations have been evaluated and to some extent formalised. One part has been the establishment of a strategic alliance for the development and launch of new technologies and products. Simultaneously, prosecution of ongoing matters has taken place.

Peter Högfeldt, VP Marketing and Business Management at Impact Coatings, comments:

“Valea has with their structured and holistic approach to Intellectual Property provided us with invaluable support in navigating the pitfalls associated with operating a high-tech innovative company on a global market. Their

attorneys and administrators exhibit a keen sense for details combined with the ability to present complex challenges in a manner that allows us to grasp the situation and provides us with the information necessary for our decision making”.



LISA EURENIUS
Partner
European Patent Attorney
Manager Team Mechanics