



## New sales focus in Midsummer's management team

**Midsummer welcomes Christoffer Löfquist, Business area manager solar panels, to the company's management team to reflect Midsummer's new main focus on solar panels. Christoffer has been working at Midsummer since 2018 with building an organization around sales and marketing of solar panels. The change takes effect December 11.**

"Christoffer has important experiences from both strategic sales work to installation and customer satisfaction and is a key person in the development of Midsummer's sales and marketing organization", said Sven Lindström, CEO, [Midsummer](#). "To have him become a part of the management team reflects the reorganization we have done making solar panels Midsummer's main business."

Christoffer Löfquist has a Master of Science in industrial economics from Lund University's Faculty of Engineering and has worked at Midsummer since 2018. He is Business Area Manager for Solar Panels and his department is responsible for web development, marketing, sales, installation, aftermarket and customer satisfaction. Christoffer started as Midsummer's first solar panel sales representative and as the sales have increased, he has scaled the organization. After his degree Christoffer worked at SJ for four years, the first year as a management trainee then on various leading positions within B2B, being responsible for sales and digital development.

"It feels exciting to take place in Midsummer's management team and I look forward to contribute to further strengthen our already clear focus on selling our discrete solar panels", said Christoffer Löfquist. "Midsummer is in an exciting expansion phase and for each new installation we make, we contribute even more to the global sustainable transition. That makes me proud and motivated."

After the change, Midsummer's management team consists of:

Sven Lindström, CEO  
Eric Jaremalm, CFO  
Klara Takei, Head of Research and Development Projects  
Alex Witt, Chief Operating Officer  
Maria Huttunen, Head of Design  
Linda Sjölander, HR Manager  
Helena Engelbrecht, Head of Communications  
Torbjörn Andersson, Process Manager  
Christoffer Löfquist, Business Area Manager Solar Panels

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### About Midsummer

Midsummer develops and markets solar panels directly to end customers from its own production. With the products [Midsummer SLIM](#), [Midsummer WAVE](#) and [Midsummer BOLD](#) the customers get light, thin and discrete solar panels that result in aesthetically pleasing solar roofs with a 90 % smaller carbon footprint compared to conventional solar panels.

Midsummer is also 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 [DUO system](#) has taken the position as the most widespread manufacturing tool for flexible CIGS solar cells in the world.

Midsummer's technology is based on a rapid process for the production of durable, flexible CIGS solar cells using sputtering of all layers of the solar cell in a sealed vacuum chain. The Company's share (MIDS) is traded on Nasdaq First North Premier 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: [midsummer.se](http://midsummer.se)