

Stenkullen April 6th 2009

## Joakim Ohlander acquires Hellberg Safety AB

**Joakim Ohlander acquires Hellberg Safety AB. Hellberg Safety one of the leading enterprises in the global Occupational Health & Safety market specializing in the portfolio of hearing & face protection. Hellberg Safety are represented in more than 50 countries in the world and has R&D, Manufacturing, Sales & Market departments located in Sweden.**

Hellberg Safety's origin dates back to 1962 when Arne Hellberg, a famous pistol shooter, and also a business entrepreneur whom early on understood the importance to protecting his own hearing. Hellberg Safety AB is located at Stenkullen, Sweden. Established in 1962 Hellberg Safety developed designed, manufactured and marketed earmuffs and face-protection in combination with electronics for protection and communication. The markets include general industry-, construction-, mining-, automotive- and foresting industry. Through the history of the company customers have acknowledged high quality and advanced technical features as its major hallmark.

Göran Hellberg – second generation Hellberg – says "Hellberg Safety's overall success dates back to our product development philosophy. The Company philosophy has always been to manufacture value-added products for professional end-users". Göran Hellberg also expresses the fact that the company has entered a new phase when development of its business is key to its future and Joakim Ohlander's experience, of global sales & marketing within the Occupational Health & Safety market. Along with his ability to structure product development and manufacturing will be value adding to the company.

"This opportunity to put my experience to the company's expansion plans is a very exciting prospect", says Joakim Ohlander. "Our objective is to invest in growth in our existing markets, and also take the company to new market opportunities'. In addition we will focus on broadening the company's portfolio of advanced products of protecting hearing and head protection; to fulfill our customer's needs and demands. We will allocate significant resources to further develop the Hellberg brand, this in conjunction with existing and new business partners. It will be very positive to work together with Göran Hellberg and the Hellberg team in the future development of the company.

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