

Press release 12 October 2014

## Momento introduces a unique impact socket coating without any heavy metals

Swedish company Momento AB is the only manufacturer in the world exclusively devoted to machine operated sockets and accessories. The company accounts for 25% of the total manufacture of impact sockets in Europe and more than 80% of Momento's production is exported to 60 countries. Key markets are automotive, mining, shipbuilding, wind power and the oil and gas industries. As part of a long-term environmental initiative, Momento is the first company in the world to have successfully developed a coating without using any heavy metals in the surface treatment process.

The new coating, Momento Silverline<sup>™</sup>, has been developed with the aim to protect the environment through an environmentally friendly manufacturing process, but also to help Momento's clients worldwide to respond to new environmental targets. Until today, black oxide has been the most common coating used on impact sockets because paint or chromium is not approved by ISO standards. Years of research and testing has proved that Momento Silverline<sup>™</sup>, with its light silver hue meets or exceeds all the performance characteristics of previous products.

Additionally, the new socket coating has other advantages. For example, improved observation of the socket rotation and code stamping while being used by the operator in cramped and poorly lit surroundings.

## Positive response from distributors and environmentally conscious customers around the world

The Momento Silverline™ socket production started in September, and Momento´s current stock will be utilized until sold. The company's CEO Torbjörn Palmberg says that the reaction of distributors around the world has been very positive. Even with key customer groups, the launch has been met with positive reactions.

"Commitment to the environment is growing, and it is noticeable among our customers worldwide.

The interest in Momento Silverline™ is already huge and we see the positive reception as a confirmation that the environmental initiative we launched a few years ago was absolutely right. Our company is the world leader in power sockets and we also want to be a leader in the development of a more environmentally friendly coating", said Torbjörn Palmberg.

The most reliable impact socket is now also the most environmentally friendly

There was an extensive testing program, with an independent test institute, and conversion of production prior to the release of Momento Silverline™. In advance of the launch, distributors in China and Japan had access to the first series of the new power sockets. Momento has seen it as a test in terms of market reaction.

"Power sockets have traditionally been black and the colour is so established that there was uncertainty about how the bright silver surface would be perceived. The reaction we received from Asia was totally positive, and distributors believe that the new colour is much improved on the traditional black. Obviously we are sure the environmental benefits are advantageous for those who work with this product. In many years we have had 'The most reliable impact socket you can buy' as a slogan for our product range. Now with Momento Silverline™ we can add 'the most environmentally friendly'. It now means Momento is the market leader both technically and environmentally", said Momento's Marketing Manager Lars-Erik Rundqvist.

## For more information please contact;

- Lars-Erik Rundqvist, Marketing Manager, AB Momento, Phone +46 157-69000, mobile +46 76-1085444, e-mail lars-erik.rundqvist@momento.se
- Torbjörn Palmberg, Managing Director, AB Momento, phone +46 157-69000, email torbjorn.palmberg@momento.se

More information about the company at www.momento.se