**The life-saving spring in airbag bicycle helmets**

**The airbag bicycle helmet is worn like a collar and deploys in 0.1 seconds, providing superior protection against head injuries. The third generation of Hövding is now here – fitted with wire detail and a leaf spring from Lesjöfors.**

Components from Lesjöfors are often key parts in products that demand high safety, strength and functionality. When the third generation of the Hövding airbag bicycle helmet was being developed, the makers therefore turned for assistance to Lesjöfors – an innovative problem-solver in the spring sector, and a veteran exhibitor at Elmia Subcontractor.

**Leaf spring with a critical function**

A total of 185,000 Hövding helmets have been sold to date, on 16 markets in Europe and Japan.

“We are proud and delighted to be part of such an innovative product that’s saving lives around the world. It’s also a great example of how we at Lesjöfors Group offer an optimal approach for the customer,” says Jan-Eric Nordh. He is Plant Manager at Lesjöfors Industrial Springs in Nordmarkshyttan, which has developed and delivered the details with Lesjöfors Strip Components in Värnamo.

**The most important customer meeting of the year – at Elmia Subcontractor**

Collaboration with customers is also in focus as Lejöfors exhibits at Elmia Subcontractor on 12–15 November – a priority event for the group since the 1980s.

“We often exhibit at the biggest European trade shows that have an international appeal, but we skip other Swedish fairs as none focus on the subcontractor industry quite like Elmia,” says Henrik Berner, Exhibition Coordinator at Lesjöfors.

The most important aspect of exhibiting at a trade show is the face-to-face meeting.

“We’ve worked throughout the autumn to invite 7,000 active Swedish customers to Elmia, and we work hard on evening activities during the show itself, from tenpin bowling and shuffleboard to corporate dinners. The show is often the only time during the year we meet customers,” says Mr. Berner.

**Introducing a brand new business area**

Preparations begin a full year in advance, and once the fair kicks off Lesjöfors spring into action.

“We have a lounge area at our stand where we like to meet people face-to-face and offer them some refreshments. We highlight a new area every year.

This year the focus is on power springs, which are used in a wide range of applications, from automotive industry to closing mechanisms in lift doors.

“We’re also promoting two new companies in the group. One is Tribelt B.V. in the Netherlands, an acquisition that also adds a brand new business area for us in the shape of feeder belts for the food industry,” Mr. Berner explains.

**Widest range on the market**

Lesjöfors has been an expert in springs for the past 170 years and offers the market’s widest range of springs, wire and strip components. With roots in the industrial town of Lesjöfors in Värmland province, the group has conquered large parts of the world with innovative spring solutions.

“The Lesjöfors Group comprises 30 companies, seven of them in Sweden and the others on a global market,” Henrik Berner concludes.

Caption, Henrik Berner:

Active customer contact before, during and after the fair is key. Lesjöfors prepares the customer meeting a full year before Elmia Subcontractor, says Exhibition Coordinator Henrik Berner.