***News Release***

**FOR IMMEDIATE RELEASE MIC1322**

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Ecronova Polymer Presentation at European Coatings Conference to Focus on

Polymers and Additives for High Performance Floor Coatings

**CINCINNATI, OH (December 3, 2013)** – Ms. Martha Bazyluk, Head of Technical Service, at Ecronova Polymer will present a paper at the European Coatings Conference being held December 3-4, 2013 in Dusseldorf, Germany. The paper is entitled “High Performance Solvent Free Polymers and Additives in Waterborne Floor Coating Formulations for Enhanced Durability and Functionality.”

Floor coating manufacturers are being called on to develop more durable, higher performance, and environmentally friendly formulations for their customers. Ms. Bazyluk’s presentation will cover the challenges manufacturers face in their quest for high performance attributes including water, chemical and scratch resistance, low dirt pickup and anti-slip, while using solvent free polymers and additives in their formulations. Ms. Basyluk will offer solutions to these challenges backed by test data.

A copy of the presentation is available by emailing info@michelman.com and including “European Coatings Conference 2013 Presentation” in the subject line.

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**About Michelman**

Michelman is a global developer of water-based barrier and functional coatings for flexible film packaging, paperboard, and corrugated cartons; and water-based surface modifiers, additives and polymers for numerous industries including wood and floor care, industrial coatings, inks, fibers, composites, and construction products. Michelman serves its multinational and regional customers with production facilities in the U.S., Europe and Singapore, and a worldwide network of highly trained field technical support personnel.

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