***News Release***

**FOR IMMEDIATE RELEASE MIC1408**

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**Michelman Introduces New Ecronova Brand Polymer Binders**

**at American Coatings Show 2014**

CINCINNATI, OH (April 9, 2014) – Michelman’s new Ecronova brand polymer binders represent the basis of many leading paints, coatings and lacquers. The company’s line of water-based polymers include styrene acrylics, pure acrylic emulsions, vinyl acetate copolymers and polyurethane dispersions. Solutions are available for low-emission systems, interiors, primers and low-filled systems. Environmentally friendly Ecronova formulations are used in applications ranging from architectural paints and coatings, to masonry and plaster, to wood and floor coatings and lacquers.

Michelman will feature two new Ecronova brands of polymers in booth #2321 at the American Coatings Show 2014 held April 8-10 in Atlanta, Georgia.

**Ecrothan™ 2012** is a solvent free polyurethane/polyacrylic hybrid system that provides very good abrasion and chemical resistance, as well as fast hardness development which produces good water resistance in floor coatings, parquet lacquers and industrial coatings. **Ecrylic™ KS 447** is an APEO free styrene / acrylic emulsion that produces very good corrosion protection in primer formulations, and shows excellent adhesion on various steel substrates.

**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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