

**FOR IMMEDIATE RELEASE MIC1428**

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**Michelman Featuring DigiPrime® Primers Optimized for HP and Xeikon Digital Presses**

**at Speciality Films & Flexible Packaging Global Conference 2014**

CINCINNATI, OH (September 17, 2014) – Michelman will be featuring new grades of its DigiPrime primer optimized for HP and Xeikon digital presses at the 3rd Speciality Films & Flexible Packaging Global Conference 2014 being held September 25-26, 2014 in Mumbai, India.

**DigiPrime 050** is formulated for the HP Indigo 20000, a press designed to print on reel-based flexible packaging substrates, labels and shrink sleeves. The new primer enhances adhesive bond strength between film layers, and can be used on conventional adhesive laminated structures.

**DigiPrime 060** is formulated for the HP Indigo 30000, a sheet-fed press designed to print on folding cartons. The primer enhances ink adhesion on the substrate, and will not interfere with converting operations including erection of the carton, gluing, date coding and bar coding.

**DigiPrime 4453** is formulated for Xeikon digital presses and promotes adhesion of Xeikon electrophotographic toners to most paper and film substrates. It is particularly effective for difficult applications such as in-mold label printing.

DigiPrime 4453 is approved for direct and indirect food contact in both Europe and the USA with limited restrictions depending on end-use. Customers can contact Michelman for a detailed Food Contact Declaration of Compliance.

DigiPrime is Michelman’s flagship brand of water based digital press primer, and is designed to improve ink receptivity, rub resistance and image quality on printed materials. As a 100% aqueous product, DigiPrime is a safer option for operators and the environment than some alternatives and does not yellow or lose its print receptivity over time.

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[**About Michelman**](http://www.michelman.com/)

Michelman is a global developer and manufacturer of environmentally friendly advanced materials for industry. Michelman’s water-based surface modifiers, additives and polymers add value in a wide range of applications including wood care, floor care, industrial coatings, paints, varnishes, inks, fibers, composites, and construction products. As an innovator in the development of barrier and functional coatings, and digital printing press primers, Michelman adds value to consumer and industrial packaging, labels and commercially printed materials. Michelman serves its multinational and regional customers with production facilities in North America, Europe and Asia; product development and technical service centers in several major global markets; and a worldwide team of highly trained business development personnel.

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