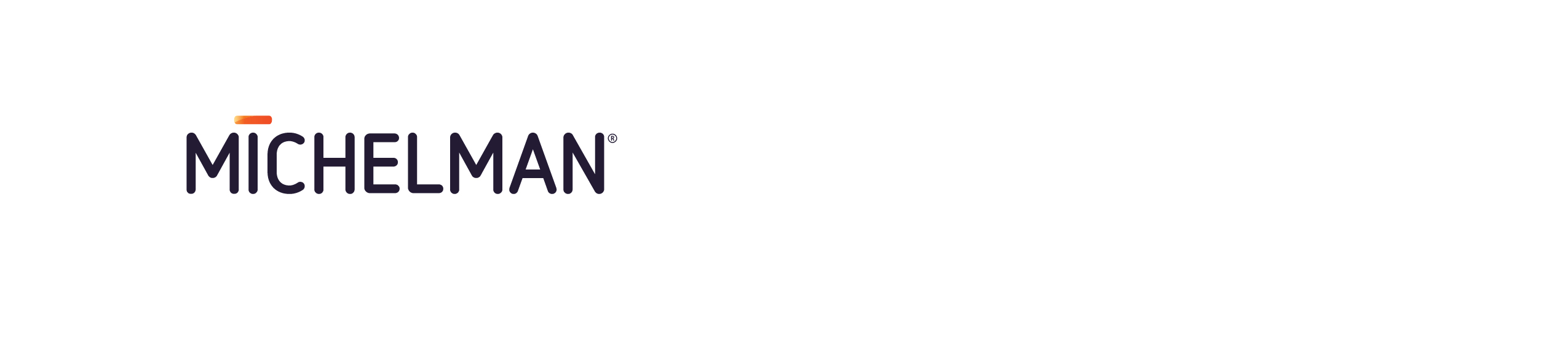
***News Release***

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**Investment in Digital Imaging Technology Improves Problem Solving Capabilities**

**and Speed-to-Market at Michelman**

CINCINNATI, OH (November 14, 2014) – Michelman has invested in new digital imaging technology that allows chemists to view coating and substrate samples at nano-level magnification. The new technology is part of Michelman’s investment in the Michelman Advanced Materials Collaboration Center that was officially opened on October 2, 2014 at the company’s global headquarters in Cincinnati, Ohio.

The new state-of-the-art imaging technology is not widely available in the packaging coatings and specialty chemicals industries, and allows Michelman to quickly and thoroughly analyze surface characteristics that are critical to development of successful coating systems for paper board, corrugated, flexible packaging, wood, metal, plastic, concrete and other industrial applications. The information gathered includes high resolution 3-D and topographical views using non-destructive sample preparation and roughness measurements. Multiple samples can be quickly recorded and compared using various analysis modes. The rich information and wealth of data are then used to trouble shoot, improve or develop coating technologies.

According to Robert Turnbull, Global Technology Manager, Printing & Packaging, “Our new digital imaging technology is allowing us to help customers troubleshoot problem formulations, and bring effective new or reformulated products to market faster than ever before. Analysis that was previously impossible, or that took weeks to perform can now be done in a fraction of the time compared to Scanning Electron Microscopy or other high resolution techniques.”

**[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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