

***News Release***

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**Michelman Takes Steps to Better Anticipate and Serve Customers’ Needs around the Globe**

CINCINNATI, OH (January 6, 2015) – Michelman, a global manufacturer of surface additives and polymers, has introduced an improved organizational structure consisting of three Strategic Business Groups. The new structure will help Michelman better anticipate and serve its customers’ needs by driving collaboration between its experienced industry focused business teams - now fully integrated into the Strategic Business Groups - that serve customers in the flexible packaging, paint & coatings, fibers & composites, engineered wood, paper & corrugated, digital printing and other industries.  The resulting open flow of ideas, solutions, and application expertise will allow faster introduction of new technologies and applications and reduce customers’ concept-to-commercialization time.

The three groups are **Coatings**, serving coating formulators with advanced polymers and additives; **Industrial Manufacturing**, whose expert teams work hand-in-hand with discrete product manufacturers to improve productivity and end-use performance; and **Printing & Packaging**, helping move the industry forward with innovative solutions in print receptive, functional and barrier coating technologies.

Michelman has appointed the following people, all with extensive global experience, to lead the new groups.  Dr. Gautham Parthasarathy has been hired as Group Director, Coatings.  Gautham comes to Michelman from Emerald Performance Materials, where he was VP and General Manager of the K-Flex specialty plasticizers business.  He has held leadership roles with responsibilities for strategic development, marketing, business development, M&A, R&D, and operations.  Mr. Michael Annis has been hired as Group Director, Industrial Manufacturing.  Mike was most recently with Celanese Engineered Materials, where he held the position of Global OEM Manager and North America Business Development Manager in the Electronics Business Unit.  He has previous experience in R&D, operations, sales, marketing and quality functions.  Dr. Rick Michelman, Michelman’s Chief Technology Officer, has assumed the role of Group Director, Printing & Packaging on an interim basis.

All three strategic groups are supported regionally around the world by enhanced management teams led by Mr. Jean-Marc Verhaeghe, VP/Managing Director, EMEA, Mr. Steven Wong, VP/Managing Director, Asia-Pacific, and Mr. Marty Riehemann who will assume the new role of VP/Managing Director, Americas in addition to his corporate role as Chief Commercial Officer.

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According to Mr. Steve Shifman, President and CEO at Michelman, “As always, organizational and management decisions at Michelman are made first and foremost to ensure all of our customers are provided the very best environmentally friendly products, service and support.  These steps will allow us to improve the customer experience, and provide a platform for continued strategic growth.”

[**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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