***News Release***

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**New DigiPrime® 680 from Michelman
Optimized for Flexible Packaging Printing on HP’s Indigo WS6X00**

CINCINNATI, OH (April 7, 2015) - Michelman has introduced the latest addition to its line of HP-recommended DigiPrime digital press primers. Water-based DigiPrime 680 is formulated for use with the HP Indigo WS6X00 series of digital presses and is particularly effective for flexible packaging printing applications. It improves ink receptivity on most types of film, exhibits good lamination bond strength, and improves printing performance on shrink sleeves.

Customers with existing WS6X00 presses will require an upgrade kit from HP to run DigiPrime 680. HP Indigo will shortly implement a solution that will allow newly purchased WS6800 presses with in-line priming (ILP) units to run DigiPrime 680 with no modifications.

Michelman will be exhibiting in HP’s booth #3F1002 at Print China being held April 7-12, 2015 in Guangdong, China and will feature its line of primer and overprint varnish solutions for HP press owners.

DigiPrime 680 is a proprietary Michelman product, manufactured in Singapore, Belgium and the USA, and available worldwide.

Michelman offers an extensive line of primers and overprint varnishes formulated to allow [HP Indigo users](http://www.michelman.com/Printing-%26-Packaging/Digital-Printing/HP-Indigo-Solutions/) to get the most out of their presses.  DigiPrime and Michem® In-Line primers are HP-recommended and improve ink receptivity and durability on a wide variety of paper and synthetic substrates.  DigiGuard® overprint varnish enhances print quality and protects printed materials.

[**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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