***News Release***

**FOR IMMEDIATE RELEASE MIC1520**



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**Michelman Introducing Dscoop EMEA4 Visitors to Digital Press Primer**

**Formulated for HP’s Indigo WS6X00**

CINCINNATI, OH (June 1, 2015) - Michelman will introduce Dscoop EMEA4 visitors to [DigiPrime® 680](http://www.michelman.com/Digiprime/DigiPrime%28r%29-680/), a digital press primer formulated specifically for use in the in-line priming (ILP) unit of the HP Indigo WS6X00 series of digital presses. The latest addition to Michelman’s line of HP-recommended digital press primers, DigiPrime 680 is water-based 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. Michelman will be exhibiting in booth #36 at the Dscoop EMEA4 Conference, which is being held June 3-5, 2015 in Dublin, Ireland.

Customers with existing HP Indigo WS6X00 digital press series with ILP units will require an upgrade kit from HP to run DigiPrime 680. HP Indigo will shortly implement a solution that will allow newly purchased HP Indigo WS6800 presses with ILP units to run DigiPrime 680 with no modifications. DigiPrime 680 is a proprietary Michelman product, manufactured in Singapore, Belgium and the USA, and available worldwide.

Michelman will also be featuring two HP-recommended DigiPrime primers formulated for the HP Indigo 20000 and 30000 digital presses.

[DigiPrime 050](http://michelman.us1.list-manage.com/track/click?u=b4e03241d7902a9e3e179dbb3&id=ec8a273b3f&e=649cc438b9) is a primer formulated for the HP Indigo 20000, a press designed to print on reel-based flexible packaging substrates, labels and shrink sleeves. Michelman’s primer is designed to enhance adhesive bond strength between film layers, and can be used on conventional adhesive laminated structures.  
   
[DigiPrime 060](http://michelman.us1.list-manage1.com/track/click?u=b4e03241d7902a9e3e179dbb3&id=135d1cba30&e=649cc438b9) is formulated for the HP Indigo 30000, a sheet-fed press designed to print on folding cartons. Michelman’s DigiPrime 060 is designed to enhance ink adhesion on the substrate, and will not interfere with converting operations including erection of the carton, gluing, date coding and bar coding.

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Michelman offers a full line of primers and overprint varnishes formulated to allow HP Indigo users to get the most out of their presses. DigiPrime and Michem® In-Line primers are HP-recommended and improve ink receptivity, rub resistance and image quality on most types of paper, plastic and film. 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, offering solutions for the coatings, printing & packaging and industrial manufacturing markets. The company’s surface modifiers, additives and polymers are used by leading manufacturers around the world to enhance performance attributes and add value in applications including wood and floor care products, metal and industrial coatings, paints, varnishes, inks, fibers and composites. Michelman is also well-known as an innovator in the development of barrier and functional coatings, as well as digital printing press primers that are used in the production of consumer and industrial packaging and paper products, labels, and commercially printed materials. Michelman serves its 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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