***News Release***

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**Michelman Introducing Xeikon-Approved Primer for IML applications at LabelExpo 2015**

CINCINNATI, OH (September 17, 2015) – Michelman will introduce [DigiPrime 4453](http://www.michelman.com/Digiprime/DigiPrime%28r%29-4453/), a water-based, flexo and gravure ready primer approved for use on Xeikon digital presses to LabelExpo 2015 visitors. The show is being held from September 29 – October 2, 2015 in Brussels, Belgium, where Michelman will exhibit in booth 9C20.

DigiPrime 4453 provides excellent ink adhesion to most IML films, improves rub resistance, and is Xeikon-approved for use with Xeikon dry toners (QA-I toner, ICE toner and Cheetah toner) which respectively run on the Xeikon 3000 Series and Xeikon CX3. It is particularly effective for difficult applications such as in-mold label printing and is suitable for food contact. The versatile DigiPrime 4453 is commonly used as a primer for digitally printed labels and flexible packaging, while it can also be used in conventional offset and UV printing applications.

All DigiPrime grades are 100% aqueous, safer for the environment and the operator than alternatives, and do not yellow or lose print receptivity over time.

[**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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