***News Release***

**FOR IMMEDIATE RELEASE MIC1539** 

**Michelman Featuring New Low/No VOC, Water-Based Binders and Wax Emulsions**

**at ChinaCoat 2015**

CINCINNATI, OH (October 28, 2015) – Michelman, a global developer and manufacturer of water-based wax emulsions and binders, will feature a variety of innovative new solutions at ChinaCoat 2015 being held November 18-20th in Shanghai, China. Exhibiting in booth C33-34, Hall E4, Michelman will showcase new solutions specifically for formulators of wood, metal and architectural specialty coatings, as well as for inks and OPVs.

Wood and architectural coating formulators will be introduced to Ecrylic®, Ecrothan® and Michem® brand water-based binders and additives that improve scratch and mar resistance, stain blocking, water and chemical resistance, anti-block properties and gloss. New binder resins will be featured that exhibit excellent aesthetic and mechanical properties and that show superb adhesion to most substrates.

Metal coating formulators will be introduced to the exciting family of ProHere™ water-based resinous binders that are suitable for a wide range of processing conditions and metallic substrates, and are used to enhance corrosion and chemical resistance, mechanical strength and adhesion. Michelman’s ProHere L-range water-based lubricants and surface modifiers improve lubricity, slip and torque/tension control, while adding anti-mar and anti-scratch properties. They can also be used to improve surface optics including matting and brilliance.

In the graphic arts sector of the market, Michelman will be featuring Michembrand additives for inks and OPVs that give customers better slip control, rub and abrasion resistance, while producing high gloss results.

[**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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