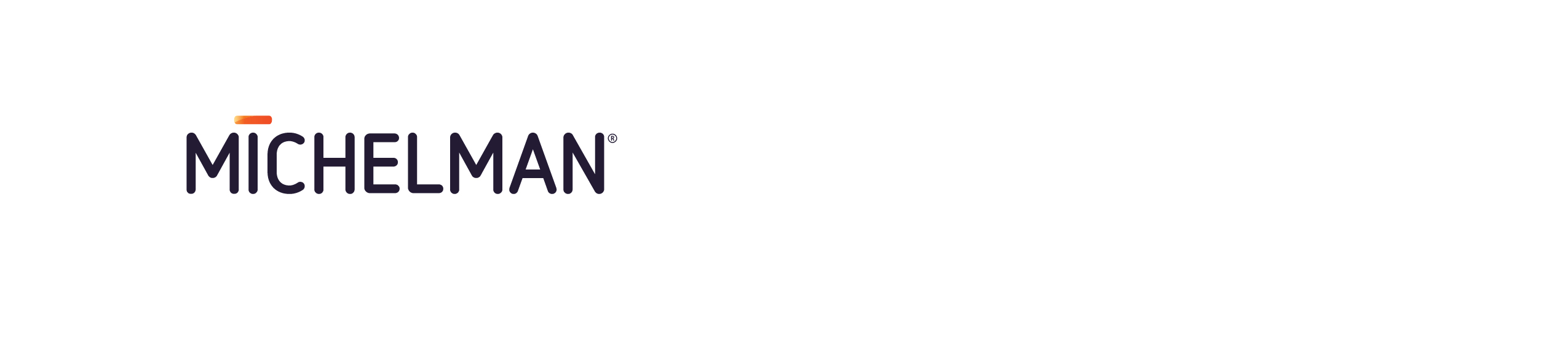
***News Release***

**FOR IMMEDIATE RELEASE MIC1605** 

**Michelman to Introduce ACS 2016 Attendees to Powerful Coating Systems**

CINCINNATI, OH (March 4, 2016) – Michelman will introduce ACS 2016 attendees to its line of polymeric binder systems that are formulated to work flawlessly with the company’s specialty line of surface additives. This pairing of compatible Michelman binders and additive technologies gives customers a competitive advantage by facilitating faster new product development time and improved speed-to-market.

Featured solutions include water-based, low and no-VOC coating systems based on Ecronova® and ProHere™ brand polymeric binders in combination with a variety of Michem® and other popular brands of surface additives. These highly effective, and proven solutions feature rapid film forming without the use of added coalescents. They also exhibit rapid development of properties including tack free surface aspect, as well as water and chemical resistance.

Examples include new [ProHere™ S 06004](http://www.michelman.com/Prohere-Binders/ProHere(tm)-S-06004/) for industrial markets, a coating binder that can be used to formulate a rust-conversion primer. This allows the application of a protective primer on rusty ferrous metals without the need for rust-removal, saving valuable time and money for the end-users.

Michelman will also feature [ProHere™ V 30290](http://www.michelman.com/Prohere-Binders/ProHere(tm)-V-30290/), a waterborne coating binder that allows paint manufacturers to formulate intumescent coatings with fire retardancy rating of 90 minutes (F90).

For use in industrially applied wood coatings, Michelman’s [Ecronova™ RA 666](http://www.michelman.com/Ecronova-RA/Ecronova(tm)-RA-666/) is a waterborne coating binder for 1k wood lacquers with 2k-like chemical resistance and best-in-class anti-blocking properties.

In applications such as these, where very tough polymers must be combined with wax additives to produce desired surface properties, Michelman’s ability to quickly solve incompatibilities and help achieve the optimal mix is a powerful advantage.

The American Coatings Show 2016 is being held April 12-14, 2016 in Indianapolis, Indiana. Show attendees in search of high performance, user-friendly solutions for wood coatings, metal coatings, architectural specialty coatings, as well as inks and OPVs will find Michelman in booth #749.

- more -

[**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.

###

**Client Contacts:**

***In the Americas:***

Ms. Christy Randolph

Marketing Associate

[christyrandolph@michelman.com](mailto:christyrandolph@michelman.com)

+1 513 794 4225

***In Europe*:**

Ms. Valerie Marx  
Marketing Associate

[valeriemarx@michelman.com](mailto:valeriemarx@michelman.com)  
+352 26 39 44 36

***In Asia:***

Ms. Erica Liao

Marketing Associate

[ericaliao@michelman.com](mailto:ericaliao@michelman.com)

+86 21 2098 6880 x8002

**Agency Contact:**

Mr. Jeffry Caudill

Gingerquill, Inc.

President

[jcaudill@gingerquill.com](mailto:jcaudill@gingerquill.com)

+1 513 448 1140

**Michelman Global Headquarters**

9080 Shell Road

Cincinnati, OH 45236

+1 800 333 1723 (US & Canada)

+1 513 793 7766 (Worldwide)

+1 513 793 2504 (Fax)

[michelman.com](http://www.michelman.com)

[michelman.com.cn](http://www.michelman.com.cn/)