***News Release***

**FOR IMMEDIATE RELEASE MIC1608**



**Contacts: Client: Agency:**

Christy Randolph Jeffry Caudill

Marketing Associate President

Michelman Gingerquill, Inc.

(513) 794-4225 (513) 448-1140

[ChristyRandolph@Michelman.com](mailto:ChristyRandolph@Michelman.com) [jcaudill@Gingerquill.com](mailto:jcaudill@Gingerquill.com)

**New Binder from Michelman Allows Metal Coatings to Take the Heat**

CINCINNATI, OH (April 8, 2016) – Michelman has commercialized ProHere™ V 30290, a waterborne binder designed for use in the formulation of intumescent coatings that protect structural and architectural steel. The new polymeric binder features specific adhesion to steel and metallic surfaces, is applicable in high thickness, and can be formulated into intumescent coatings that meet fire resistance classifications of up to 90 minutes.

[ProHere V 30290](http://www.michelman.com/Prohere-Binders/ProHere(tm)-V-30290/) exhibits superior compact and stable foaming properties. It reduces demand for coalescing agent in the formulation, resulting in a lower VOC coating. Long open time and ease of workability make it suitable for either factory or on-site application.

Michelman’s ProHere family of solutions are waterborne polymer dispersions and emulsions specifically developed for use in metal coatings. The range encompasses both polymeric binders for coating formulations as well as lubricants and anti-scratch additives for metal processing and in-use lubricants.

Michelman will spotlight ProHere V 30290 in Booth #749 at the American Coatings Show 2016, being held April 12-14 in Indianapolis, Indiana, USA.

[**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 additives and polymeric binders 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, 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:**

***Worldwide:***Ms. Christy Randolph

Marketing Associate

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

+1 513 794 4225

***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/)