***News Release***

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**Michelman’s New Ecronova™ RA 180 Plus for Wood Coatings  
Resists Stains and Discoloration**

CINCINNATI, OH (April 14, 2016) – Michelman’s Ecronova RA 180 Plus is a new water-based cationic emulsion of an acrylic copolymer used as a binder for wood primer, paint and coating formulations. With its cationic chemistry, [Ecronova RA 180 Plus](http://www.michelman.com/Ecronova-RA/Ecronova(tm)-RA-180-Plus/) is preservative free, and is exceptionally effective as a barrier to tannin and nicotine stains when used in wood primers. Because of its resistance to stains, combined with good scrub resistance, Ecronova RA 180 Plus is also effective for use in 2-in-1 wall paint formulations.

Ecronova RA 180 Plus is solvent and surfactant free and because it does not require coalescents, can be formulated into a very low VOC paint. It also provides outstanding adhesion, as well as water and alkali resistance.

Michelman’s family of Ecronova RA high quality acrylic polymer dispersions are designed for use as binders in a wide variety of applications, including specialty architectural and industrial coatings, interior and exterior building paints, durable wood coatings, and concrete coatings.

Michelman will spotlight Ecronova RA 180 Plus 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.

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