***News Release***

**FOR IMMEDIATE RELEASE MIC1624**



**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)

**Michelman Featuring Full Scope of Flexible Packaging and Specialty Printing Capabilities at PackTech India Exhibition**

CINCINNATI, OH (December 8, 2016) – Michelman will exhibit at the International PackTech India Exhibition in Mumbai, and present its full line of capabilities for the flexible packaging and specialty printing markets. The global manufacturer’s solutions include a wide variety of environmentally friendly water-based coatings and additives for the flexible packaging industry, as well as digital printing-press primers and OPVs that are used in the production of consumer and industrial packaging, paper products, labels, and commercially printed materials.

Featured brands will include [Michem® Coat](http://www.michelman.com/Michem-Coat/) for oil and grease resistance, [HydraBan®](http://www.michelman.com/HydraBan/)for water resistance, [VaporCoat®](http://www.michelman.com/VaporCoat/) a powerful moisture barrier, and [ThermaGloss®](http://www.michelman.com/ThermaGloss/) overprint varnishes. Most grades are in full compliance with recyclability protocol and meet food contact requirements.

Michelman will also introduce visitors to a full line of energy curable and water-based [DigiGuard®](http://www.michelman.com/DigiGuard/) brand OPVs. The new selection of DigiGuard solutions meets a wide range of market needs, from general purpose to high-performance applications, on both paper and synthetic substrates. These new OPVs have been tested and certified by RIT’s HP Indigo Over Print Varnish Performance Program in combination with the company’s proven [DigiPrime®](http://www.michelman.com/digiprime/) primers, for optimum performance.

[PackTech India](http://www.packtech-india.com/cipp/md_ww2/custom/pub/content,oid,30026/lang,2/ticket,g_u_e_s_t/~/Home.html) is being held December 15-17, 2016 at the Bombay Convention & Exhibition Centre in Mumbai, India. Michelman will exhibit in Hall 01, Booth #32.

- 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:**

***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/)