***News Release***

**FOR IMMEDIATE RELEASE MIC1732**



**Contacts: Client: Agency:**

Doreen Stanley Jeffry Caudill

 Content Marketing Manager President

 Michelman Gingerquill, Inc.

 (513) 794-4285 (513) 448-1140

 doreenstanley@Michelman.com jcaudill@Gingerquill.com

**Michelman and Engineered Fibers Technology, LLC Announce
Innovation and Product Development Partnership**

CINCINNATI, OH (December 5, 2017) – Michelman and Engineered Fibers Technology, LLC (EFT) have announced they will be partnering to develop innovative solutions for specialty fibers and high performance composites. This partnership takes advantage of Michelman’s leading position as a sizing and surface treatment expert and leverages that expertise with EFT’s portfolio of advanced fiber technologies.

Both companies recognize that by working closely together they can accelerate the pace of new and advanced product innovations for a broad array of end-use applications.

Both organizations will be exhibiting at [CAMX 2017](https://www.thecamx.org/) so, please stop by their booths (P62 and C81 respectively) to learn 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 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 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. Doreen Stanley

Content Marketing Manager

doreenstanley@michelman.com

+1 513 794 4285

***In Asia:***

Ms. Erica Liao

Marketing Communications Manager

ericaliao@michelman.com

+86 21 2098 6880 x8002

**Agency Contact:**

Mr. Jeffry Caudill

Gingerquill, Inc.

President

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/)