***News Release***

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**Michelman Bolsters India Presence with New Website**

CINCINNATI, OH (January 3, 2018) – Michelman continues to strengthen its commitment to the Indian market with the launch of a new website [www.michelman.in](http://www.michelman.in). The site focuses specifically on the needs of the Indian packaging market and highlights its major investment, the Michelman Innovation Centre for Coatings.

Visitors to the site will be introduced to Michelman’s new Packaging Incubator, which is the focal point of the Centre. Strategically designed to facilitate fast and efficient development of sustainable packaging solutions, the incubator was built around a state-of-the-art, dual-station pilot coater laminator that allows manufacturers to test new product concepts without having to stop their own production lines for R&D purposes.

The Packaging Incubator, outfitted with training and conference rooms, is staffed by Michelman’s application and materials experts, who work closely with the entire packaging value chain. Users of the facility also have access to Michelman’s technical, marketing and regulatory experts, to aid in the development and commercialization of new and improved products.

The website also introduces visitors to Michelman’s line of cutting edge and water-based coatings formulated for the Indian flexible packaging market. Various grades are available for heat seal, oxygen barrier, print receptivity, and overprint varnishing applications.

Michelman has made it easy to request facility and product information, schedule a tour, and inquire about career opportunities on the new site.

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[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.

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