***News Release***

**FOR IMMEDIATE RELEASE MIC1806**



**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 to Showcase High Performance Label Technology at Dscoop Dallas 2018**

CINCINNATI, OH (March 13, 2018) – Michelman will introduce visitors at Dscoop’s Unleashing Print™ conference to its newest suite of pre and post print solutions for the HP Indigo Pack Ready for Labels. These new products will enable press owners to tap into the burgeoning high-performance label printing market including segments such as personal care products and household chemicals. Designed in close collaboration with HP, Michelman’s DigiPrime® primers and DigiGuard® overprint varnishes and strengthener allow users to achieve higher levels of water, thermal, mechanical and chemical resistance.

According to Mr. Jan Denies, Global Industry Manager for Printing & Packaging at Michelman, “Our newest technologies are allowing HP Indigo press owners to move into high performance, and highly demanding label printing applications. This significantly increases the addressable market size.”

Mr. Denies will be presenting at the conference, demonstrating how press owners can capture new markets with high performance label technology. He will be speaking at 2:15 PM and again at 4:00 PM on Monday, March 26 at the event being held March 25-28 in Dallas, Texas.

Michelman is a gold sponsor at the annual Dscoop event, and will exhibit in booth #128

**[About Michelman](http://www.michelman.com/?utm_source=PR&utm_medium=EMAIL&utm_campaign=DSCOOP_General_PR)**

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/)