***News Release***

**FOR IMMEDIATE RELEASE MIC1807**



**Contacts: Client: Agency:**

Doreen Stanley Jeffry Caudill

Content Marketing Manager President

Michelman Gingerquill, Inc.

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

[doreenstanley@Michelman.com](mailto:doreenstanley@Michelman.com) [jcaudill@Gingerquill.com](mailto:jcaudill@Gingerquill.com)

**Michelman to Showcase High-Performance Waterborne Coatings Solutions   
for Wood Applications at ACS 2018**

CINCINNATI, OH (March 15, 2018) – Michelman will showcase its waterborne surface modifiers and polymer chemistries with a focus on high performance wood applications at the [American Coatings Show (ACS) 2018](https://american-coatings-show.com/?utm_source=PR&utm_medium=EMAIL&utm_campaign=General_ACS_PR), being held April 10-12, 2018 in Indianapolis, Indiana. Show attendees will find Michelman in booth #749.

Recognized globally for its waterborne emulsification and dispersion technologies for interior and exterior wood applications, Michelman will introduce ACS visitors to environmentally conscious solutions developed through collaborative partnerships along the value chain. By combining collaborative innovation with polymer design expertise and smart surface/interface modification, Michelman is delivering unique and optimized wood coating solutions to its customers and the industry.

According to John Hurban, Michelman’s Vice President & Managing Director, Americas, “At this year’s show, we expect to hear customer requests for more bio-based and renewable products, and for differentiated solutions that increase coating performance properties. Visitors will learn about our unique capabilities in these areas and will get a first-hand look at our high-performance coating solutions.”

Hurban continued, “Increased regulatory requirements outlined under TSCA, REACh, and other agencies around the world, have changed the landscape of the coatings industry. Members of the coatings industry have an interesting road ahead because manufacturers want coating products to be globally available while addressing region-specific market needs. Michelman has the expertise to help the industry navigate this changing landscape.”

- 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](mailto:doreenstanley@michelman.com)

+1 513 794 4285

***In Asia:***

Ms. Erica Liao

Marketing Communications Manager

[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/)