***News Release***

**FOR IMMEDIATE RELEASE MIC1909**



**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 Focusing on Sustainable Solutions at Dscoop Edge**

CINCINNATI, OH (March 21, 2019) – Michelman’s innovative and sustainable primer and overprint varnish (OPV) technologies will be on full display at Dscoop Edge March 24-27, 2019 in Orlando, Florida.

The Dscoop showcase will include Michelman’s industry-leading, water-based [DigiPrime® primers](https://www.michelman.com/digiprime/) and [DigiGuard® OPVs](https://www.michelman.com/digiguard/), including re-pulpable DigiPrime® grades that have been favored by paper mills for more than a decade. Michelman continues to take great care in developing environmentally conscious solutions that offer digital versatility for a broad array of end-use applications.

Also, for HP Indigo digital press owners expanding into markets like home and personal care which require exceptional performance, Michelman will also feature DigiGuard® 901 for Pack Ready for Labels, a strengthener for HP Indigo validated UV OPVs used with Michelman’s in-line primers, which enables enhanced water, chemical, and thermal durability. Mixed with off-the-shelf UV overprint varnishes, it allows label converters to achieve higher levels of durability.

Adds Lisa DiGate, Michelman’s Vice President of Printing & Packaging “We are committed to helping HP Indigo press owners grow their business. Our line of HP Indigo recommended water-based primers, and OPVs optimize paper and film media that allow for high-quality labels, packaging, and commercially printed materials.”

Michelman will be exhibiting in booths 235 & 239 where attendees can learn more about their digital printing solutions.

- 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/)

michleman.in

michelman.co.jp