***News Release***

**FOR IMMEDIATE RELEASE MIC1911**



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**New ProHere® E 00017 from Michelman Formulated to Prevent Corrosion**

CINCINNATI, OH (May 6, 2019) – Michelman has introduced the newest addition to its line of [ProHere®](https://www.michelman.com/ProHere/?utm_source=gobal_site&utm_medium=story&utm_campaign=prohere00017e) waterborne polymer dispersions and emulsions for use in metal coatings. Formulated for use in sealers for fasteners and window fittings, [ProHere® E 00017](https://www.michelman.com/Prohere/ProHere(r)-E-00017/), provides lubricity and enhanced corrosion resistance on electroplated metal.

Used at a low dry film thickness (DFT 0.5 – 7 µ), ProHere® E 00017, exhibits excellent adhesion to a variety of metals including cold-rolled, electroplated, and hot-dipped galvanized steel. Easily stripped from plating racks with a hot alkali solution, it contributes to metal preservation through its water, solvent, and acid resistance.

This new material performed well in several areas including salt spray tests, consistent COF measurements, and gloss. It is suitable for plating applications in many segments, including automotive and construction applications. [Michelman’s production facilities](https://www.michelman.com/About-Us/Locations/?utm_source=gobal_site&utm_medium=story&utm_campaign=prohere00017e) in the Americas, Europe, and Asia ensure a reliable local supply of ProHere® E 00017 throughout the world.

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Michelman representatives will be available to discuss ProHere® E 00017 in booth #207 at the Eastern Coatings Show held May 13-15, 2019 at Harrah’s Resort in Atlantic City, New Jersey.

[**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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