***News Release***

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**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 Feature Range of Sustainable Surface Modifiers for Exterior Wood and Architectural Coatings at Coatings Trends & Technologies**

CINCINNATI, OH (August 21, 2019) – Michelman, a bronze sponsor, and exhibitor at the 2019 [Coating Trends & Technologies](https://www.pcimag.com/coatings-conference) will feature its expansive line of sustainable waterborne surface modifiers for improving the performance of exterior wood coatings and architectural paint coatings. This event is September 10-11, 2019 at the Loews Chicago O-Hare Hotel in Rosemont, IL.

Michelman’s low-VOC [architectural coating solutions](https://www.michelman.com/Coatings/Architectural-Specialty-Coatings/) enhance scuff, scrub, scratch, burnish, and abrasion resistance, and impart anti-blocking properties as well as offer matting and gloss reduction.

Popular brands, including [Michem® Emulsion](https://www.michelman.com/Michem-Emulsion/) and [Michem Guard](https://www.michelman.com/Michem-Guard/), offer technologies that provide optimum protection, durability, and surface properties in a wide array of architectural and special purpose coatings. They include weather-resistant polymers for exterior façade paint, polymers for very low VOC interior paints, and performance-enhancing aqueous surface modifiers.

They will also feature their low-VOC [Michem Wood Coating](https://www.michelman.com/Michem-Wood-Coating/) line. These proprietary water-based surface modification additives for [wood coatings and stains](https://www.michelman.com/Coatings/Architectural-Specialty-Coatings/Exterior-Wood-Protection/) offer improved water resistance and water beading for exterior wood applications such as decks, fences, outdoor furniture, and garden sheds. They also provide enhanced resistance to cracking and warping and are hydrophobic for decreased water uptake. These solutions deliver increased durability and weatherability and meet the ASTM D-4446 standard for anti-swell.

Discuss the benefits of these and many other Michelman solutions at table #89.

[**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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**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/)

michleman.in

michelman.co.jp