***News Release***

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**Michelman Highlights Inkjet Technology at 40th Anniversary Labelexpo Europe**

CINCINNATI, OH (September 13, 2019) – Michelman will showcase its newest inkjet technology in stand 5D20 at the 40th-anniversary edition of [Labelexpo Europe](https://www.labelexpo-europe.com/). They have expanded their [JetPrime®](https://www.michelman.com/JetPrime/) brand to include [JetPrime WB 1100](https://www.michelman.com/Jetprime/JetPrime(r)-WB-1100/), a solution for pigmented water-based inkjet printing applications. This technology, for coated offset substrates, is useful for high-speed printing applications such as folding cartons and corrugated. JetPrime WB 1100 enriches image quality through improved hold out and reduced bleed and mottle. Additionally, it is not as harsh on printers and priming equipment because of its environmentally friendly and non-corrosive formulation.

Explains Lisa DiGate, Michelman’s Vice President of Printing & Packaging, “We are investing heavily to enable digital printing and provide solutions that allow for unprecedented quality at a significantly lower cost of ownership.” Adds DiGate, “The global label industry has undergone significant changes over the years, including globalization, digitization, environmental sustainability pressures, workflow automation, and changing consumer demand. These changes continue to provide both the label industry and Michelman plenty of opportunities to develop solutions to improve the identification and packaging of goods. We feel that JetPrime WB 1100 is one such solution.”

Labelexpo Europe 2019 will take place September 24-27, 2019 at the Brussels Expo in Brussels, Belgium. Visit Michelman in stand 5D20.

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**[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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