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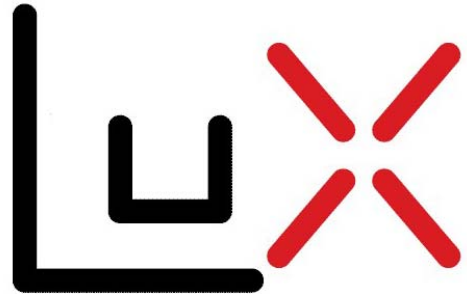
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MacDermid Printing Solutions Introduces New LUX Process

Las Vegas, Nevada – May 2, 2010: MacDermid Printing Solutions announced today the introduction of an exciting new platemaking process that will allow printers to take flexo printing to the next level.

LUX, an innovative platemaking process developed by MacDermid, produces digital plates with an extended print gamut, reduced fluting in corrugated, and overall improved print performance with smoother vignettes, higher contrast and faster press start-up. This simple process works with existing plates from MacDermid, does not require modification to current equipment, and can be used with all flexo lasers.



“The print results that our customers have reported during testing have been spectacular,” said Dr. Timothy Gotsick, Director of Innovation at MacDermid. He added, “By including this simple step in the platemaking process, we create an enhanced dot profile that can quite simply print better.”

CSW, Inc. in Ludlow, Massachusetts has been using MacDermid’s new LUX process for several months. Marek Skrzynski, Director of Graphics, R&D, at CSW, Inc. has this to say about the LUX Process: “It has been very easy to integrate this technology into our prepress workflow. We are able to use our existing equipment and products with LUX. The biggest plus of this technology is that it enables us to offer digital flexo plates for the first time to customers across all packaging segments; wide and narrow web, folding cartons, and corrugated printing. They are delighted with the print quality and consistency.”

“With the introduction of LUX, we are offering our customers the ability to differentiate themselves in the flexo marketplace,” said Scot Benson, Vice President and General Manager at MacDermid. He continued,

“MacDermid has always insisted upon offering its customers a choice. By offering this versatile new technology that can be used with the same plates and same equipment that our customers already use, we are providing them the greatest amount of freedom in how they choose to run their business.”

The LUX process will be formally introduced at the FTA INFO*FLEX on May 3, 2010. Those interested in learning more about the process can stop by MacDermid’s booth at the show (#601) or attend INFO*FLEX Presentation Theatre on either Monday, May 3 or Tuesday, May 4 from 3:15 to 3:30 p.m. More information can be found at www.macdermid.com/printing.

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Founded in 1922, MacDermid, Inc. is a global specialty chemicals company serving the diversified needs of the Electronics, Industrial, Offshore and Printing industries. It employs over 2,500 people and is headquartered in Denver, CO. MacDermid Printing Solutions is headquartered in Atlanta, Georgia.