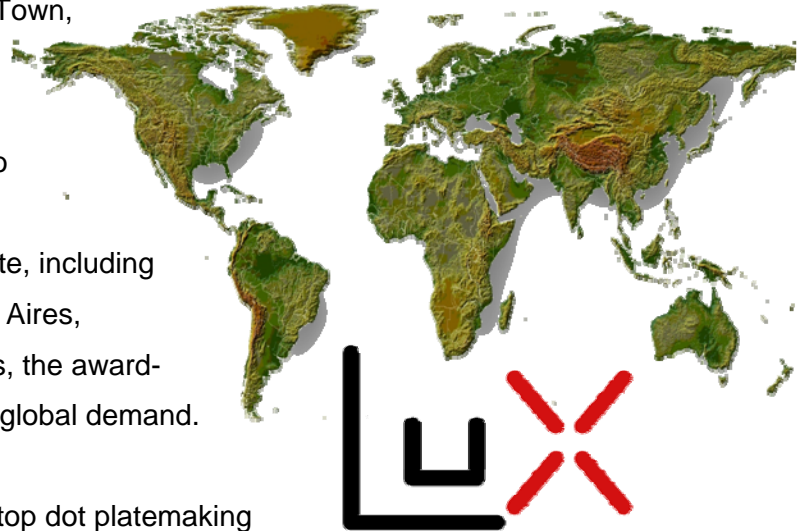


For Immediate Release

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MacDermid's LUX Plate Processing Technology Improving Flexo Printing on Six Continents

Atlanta, Georgia – July 11, 2011: From Cape Town, South Africa to Beijing, China to Blumenau, Brazil, MacDermid Printing Solutions' LUX™ Platemaking Process has been adopted by flexo printers on every industrialized continent in the world. With more than 50 LUX installations to date, including installations in Melbourne, Australia and Buenos Aires, Argentina, plus commitments for 20 more installs, the award-winning LUX Platemaking Process is gaining in global demand.



Since the introduction of LUX, MacDermid's flat-top dot platemaking technology, in May, 2010, LUX plates have been utilized both in established and emerging flexo print markets. "LUX technology is improving flexo printing across the Americas, UK and most major European print markets," stated Paul Merkel, MacDermid's Global Director of Product Management. "However, LUX is also in great demand in some of the less traditional flexo markets including Pakistan, Russia and Saudi Arabia. LUX technology appeals to flexo printers in all geographic markets because it improves the quality and consistency of flexo print," he added.

The LUX platemaking process is a simple and easy-to-use technology which produces flat-top dots on flexo printing plates, thereby enabling printers to substantially improve their print quality and consistency, making flexo more competitive against gravure and offset printing processes. This simple process is easy to integrate into existing platemaking workflows, is compatible with all digital plates from MacDermid, does not require modification to current platemaking equipment, and can be used with all digital flexo plate

imaging units, including units equipped with the latest “HD Flexo” imaging technology from EskoArtwork. The LUX Process can be used on a wide variety of substrates – including paper, flexible film, foil, paperboard, labelstock and corrugated.

In 2011, LUX has won both the Flexographic Technical Association’s (FTA’s) Technical Innovation Award and the Flexographic Pre-Press Platemakers Association’s (FPPA’s) Technology Innovator Award.

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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 2,000 people and is headquartered in Denver, CO. MacDermid Printing Solutions is headquartered in Atlanta, Georgia. For more information on the company, visit www.macdermid.com/printing.