



For Immediate Release

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MacDermid Printing Solutions Continues New Product Introductions with MVP Series

Atlanta, Georgia – March 31, 2009: MacDermid Printing Solutions announced today the commercial introduction two new photopolymer printing plates, **MVP** and **Digital MVP**, the new **MVP plate series**. This innovative new product family marks MacDermid's fifth and sixth new product launches in just over a year. Previous introductions of the MGC Series (MGC and Digital MGC) for corrugated print applications and the MAX Series (MAX and Digital MAX) have been met with much success in the marketplace.

MVP, a medium durometer plate, has exceptional resilience, allowing for faster press speeds and reduced bounce, resulting in overall higher quality print and increased productivity. **MVP** works well with a variety of substrates and inks. And **Digital MVP** delivers all of the benefits of **MVP**, plus the fine resolution and imaging capability expected from a digital photopolymer plate. Perhaps most importantly, **Digital MVP** can either be processed in solvent systems or thermally in MacDermid's LAVA processor. The choice is up to the customer.

MVP and Digital MVP are commercially available in thicknesses from 0.045 in. (1.144mm) to 0.112 in (2.84mm), and in format sizes up to 52 x 80 inches (1,321 x 2,032 mm). For additional information, customers can contact MacDermid Printing Solutions at 800-348-7201 or 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.