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PRESS RELEASE

MACDERMID GRAPHICS SOLUTIONS INTRODUCES ALKEMI™

(Atlanta, GA USA) - January 10, 2019 – MacDermid Graphics Solutions is pleased to announce a new direction for its line of screen printing solutions, currently sold under the Autotype and CPS brands. After a thorough brand review, MacDermid unveiled today that it will be unifying both brands under a new name, Alkemi and revealed the new logo, tagline, and website to better align with its position as the industry leader in screen films, emulsions, and screen preparation chemicals.

The new brand identity reflects MacDermid's long history of producing the highest quality products in the market, designed to produce reliable, consistent, quality prints, enabling printers to exceed their customers' needs and achieve the best possible results. The new tagline "**Creative Support. Powered by Careful Science**" illustrates just that.

The new website (www.alkemiprint.com), which also launched today, will seek to increase Alkemi's online presence and help to communicate with current and prospective clients.

"It is important that MacDermid retains its established values while at the same time develops a new and modern identity. We've always known our products are relied upon by our customers to produce the results they can count on. We feel confident our new brand direction portrays that commitment. During this time of growth, it's right to invest further into our marketing strategy, creating an even stronger brand presence both on and offline," says Melanie Galloway, Senior Vice President of Graphics Solutions.

About MacDermid Graphics Solutions

MacDermid Graphics Solutions is a leader in the manufacturing and marketing of flexographic printing plates used in the packaging industry. MacDermid Graphics Solutions is a division of MacDermid Performance Solutions, a global specialty chemicals company serving the diversified needs of the Electronics, Industrial, Offshore and Printing industries. To learn more about MacDermid Graphics Solutions, visit graphics.macdermid.com.

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