

For Immediate Release

Contact: Heather P. Barrett

404.699.3338

MacDermid Printing Solutions Launches Environmental Footprint Calculator (EFC)

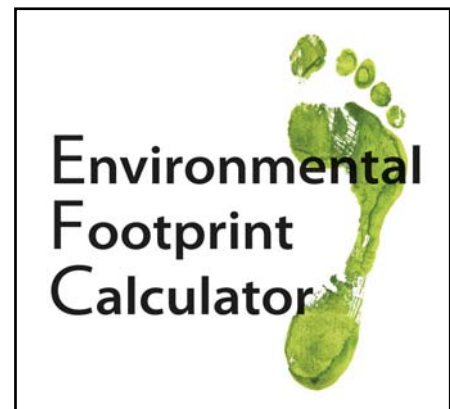
Atlanta, Georgia – April 22, 2010: MacDermid Printing Solutions announced today the launch of a unique, interactive tool that calculates the environmental impacts of three different types of flexographic printing plates – solvent, thermal and liquid plates.

The Environmental Footprint Calculator (EFC) allows users to determine the environmental impacts particular to their platemaking operations by incorporating customer-specific variables such as plate type, plate gauge, geographic location, plate size, and number of plates.

Life Cycle Assessment data was used to model each unique platemaking scenario and served as the basis for the EFC. The University of Tennessee's Center for Clean Products was commissioned to conduct the Life Cycle Assessments and then develop the EFC.

"When we first approached this project, we knew that we wanted to do more than just conduct a Life Cycle Assessment; we wanted to develop a tool that the entire supply chain could use to assess the impacts of different technologies," said Scot Benson, Vice President and General Manager at MacDermid.

MacDermid chose to develop an interactive tool with a number of variables to limit the number of assumptions needed for the project. Instead of assuming a plate gauge of .067", the EFC allows the user to select from several possible plate gauges. Likewise, instead of assuming that the plate is being processed in a certain region, the EFC lets the user choose his or her processing region. Providing this variable is important because different regions around the world use different natural resources in their



power grids. The user can also select between three different plate types (solvent, thermal, liquid), as well as enter in plate size and number of plates.

Once the user provides the variables that are specific to his or her operation, results are calculated based on the embedded Life Cycle Assessment data. The results of up to three different platemaking scenarios can be compared; and the EFC calculates environmental impacts in seven different categories. The categories reported are: energy consumption, water consumption, acidification of water, eutrophication of water, global warming, ozone depletion, and smog generation.

“By calculating results in so many different impact categories, we are able to provide our customers a transparent look at the impacts that their platemaking operations are having across the board,” said Heather Barrett, MacDermid’s Director of Environmental Responsibility. She continued, “For example, one platemaking scenario may have a relatively high amount of energy consumption, but it may also have a lower impact on acid rain equivalents. If acid rain is a key area of concern for a particular business or geography, then that business can weigh its options and determine the plate technology that is the best choice for them.”

In addition to calculating the results in terms of these seven environmental impacts categories, MacDermid’s EFC also provides some everyday equivalents that may make the results easier to understand. Available equivalents include: Cars operating for one year, Gallons of oil, Households powered for one day, and laundry wash loads.

Customers who would like to have a customized EFC report created for them can contact their MacDermid representative. Individual on-line demonstrations are also available for members of the media. To schedule your demonstration, please contact Heather Barrett at hbarrett@macdermid.com

###

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.