

## For Immediate Release

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### **MacDermid Introduces Medium Durometer LUX® ITP™ Plate**

*-- LUX® In-The-Plate™ family expands with ITP™ M, a softer plate for applications requiring excellent ink coverage and superior plate durability.--*

**Atlanta, Georgia – June 13, 2017:** MacDermid Graphics Solutions announced today the commercial introduction of a new medium durometer plate that utilizes the award-winning LUX® In-The-Plate™ technology. LUX® ITP™ M is a medium durometer plate that provides all the benefits of LUX® ITP 60, but in a lower durometer.

LUX® ITP™ M is the latest in a series of recent product introductions from MacDermid that leverage the company's expertise in dot shape engineering. ITP™ M is specifically designed for paper stock, preprinted liner board and other applications where a combination of high durability and excellent ink laydown is required.

"Our chemists continue to push the capabilities of our ITP technologies, as we expand the product line even further with the launch of ITP M," said Ryan Vest, Global Director of Innovation at MacDermid Graphics Solutions. He continued, "We are constantly driven to provide our customers with better quality and better consistency while enabling them to become more and more productive."

LUX® ITP™ M is commercially available in sizes up to 50" x 80" (1,320 mm x 2,032 mm) and in thicknesses of .045" (1.14 mm) to .112" (2.84 mm). For additional information, customers can contact MacDermid Graphics Solutions at +1.404.696.4565 or [MGSMarketing@macdermid.com](mailto:MGSMarketing@macdermid.com).



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### **About LUX® Flat-Top Dots**

LUX® flat-top dots (FTDs) is an exclusive brand that refers to the flat-top dots achieved through lamination or by specific plate technology directly in the plate. The LUX® lamination process was recognized by the FTA in 2011 as the Technical Innovation of the Year and led to the development and introduction of the LUX® In-The-Plate™ (ITP) technology in 2014. The LUX® ITP™ technology and the MacDermid plate products that utilize it were recognized by the FTA in 2016 as the Technical Innovation of the Year. To learn more about LUX® visit <https://goo.gl/zi2xEc>

### **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 [www.macdermid.com/graphics](http://www.macdermid.com/graphics).