

## For Immediate Release

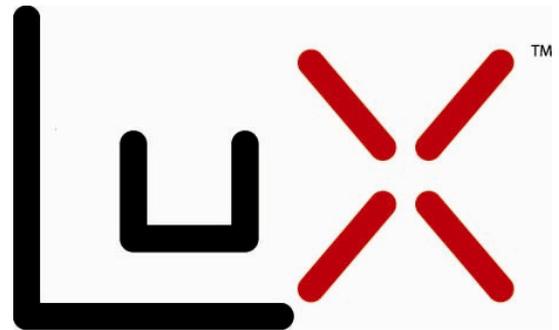
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### MacDermid's LUX Plate Processing Technology Wins FPPA's Technology Innovator Award

**Tucson, Arizona – February 23, 2011:** The Flexographic Prepress Platemakers Association (FPPA) has selected MacDermid's LUX™ plate processing technology as the recipient of its 2010 Technology Innovator Award. Presented on February 22 at the FPPA's Annual Convention, the award recognizes companies that have developed innovative technology which contributes to the advancement of the prepress industry.



“MacDermid has a long history of providing innovative solutions coupled with unrivaled service, and to be recognized by such a well-respected industry association speaks to the quality, efficiency and flexibility that we've been able to deliver to our customers with LUX,” said Scot Benson, Vice President and General Manager of MacDermid Printing Solutions.

Neil Saunders, President of the Technology Committee at the FPPA, presented the award and congratulated MacDermid for having its technology selected as the sole recipient of the annual award.

LUX, a proprietary platemaking process developed by MacDermid, enables flexo printers to improve their print quality and print consistency, without any other change or investment in the printing process. Allowing flexo printers to be competitive with offset and gravure, this simple process is easy to integrate into existing platemaking workflows. It 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 ESKO. The LUX

Process can be used on a wide variety of substrates – including paper, flexible film, foil, paperboard, labelstock and corrugated.

More information about the LUX process can be found at [www.macdermid.com/printing](http://www.macdermid.com/printing). To contact a MacDermid representative about LUX, please call +1.404.696.4565 or 1.800.348.7201.

### **About MacDermid**

Founded in 1922, MacDermid, Inc. is a global specialty chemicals company serving the diversified needs of the Electronics, Industrial, Offshore and Printing industries. MacDermid Printing Solutions is a worldwide leader in the manufacture and marketing of photopolymer printing plates and technology. MacDermid Printing Solutions is headquartered in Atlanta, Georgia.