

MACDERMID GRAPHICS SOLUTIONS AND SOMA ESTABLISH STRATEGIC PARTNERSHIP

(Atlanta, GA USA) – December 10, 2020 – MacDermid Graphics Solutions (graphics.macdermid.com) and SOMA (www.soma-eng.com) announce a strategic partnership to enhance the flexographic industry's customer experience. The partnership includes the installation of SOMA equipment, including the Optima² printing press at MacDermid's global headquarters in Atlanta, GA, USA.

MacDermid and SOMA are both focused on customer support and innovation to advance flexo in the packaging printing industry. This partnership expands both companies' histories of collaboration with flexo focused partners to drive product development and application solutions. Together, this partnership will transform MacDermid's headquarters into a one-of-a-kind, global innovation center designed to help the flexo and packaging industries explore innovative solutions.

MacDermid's current innovation center in Atlanta includes a full suite of the latest prepress software, plate and print analysis technologies, thermal and solvent platemaking systems, and liquid photopolymer platemaking equipment. SOMA's installation will include the Optima², SOMA's next generation flexo press with new Intelligent Automation features. With the addition of SOMA's equipment in MacDermid's global headquarters in Atlanta, the center will expand customer support to product benchmarking, print trials, hands-on press training, print application research, and print troubleshooting.

MacDermid Graphics Solutions and SOMA expect the Optima² press to be installed during the second half of 2021.