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Business Segment: INDUSTRIAL & SPECIALTY

MACDERMID GRAPHICS SOLUTIONS INTRODUCES ALKEMI™

(Atlanta, GA USA) - 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.

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