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## PRESS RELEASE

### MACDERMID GRAPHICS SOLUTIONS TO PRESENT COMPREHENSIVE THERMAL PLATE PROCESSING SOLUTIONS AT LABELEXPO EUROPE 2019

(Atlanta, GA USA) – September 17, 2019 – MacDermid Graphics Solutions, a worldwide supplier of photopolymer printing plates and platemaking systems, will be showcasing its continued commitment to flexographic innovation at the 40<sup>th</sup>-anniversary edition of Labelexpo Europe next week in Brussels, Belgium.

“Exhibiting at the world’s largest label and package printing trade show provides us the opportunity to show the market first-hand our innovative flexo solutions. We are excited to debut recent collaborations with our industry partners,” stated Leigh Carpenter, Marketing Manager.

The introduction of the LAVA<sup>®</sup> NW-M thermal processing unit to the European market stands as a perfect solution for the tag and label industry due to its smaller footprint and ability to output press-ready plates in less than an hour. MacDermid’s LAVA integrates seamlessly with the most popular front-end prepress systems and software, making it a plug-and-play solution for almost any workflow.

“Whilst our LUX<sup>®</sup> ITP<sup>™</sup> photopolymer printing plates will be showcased at the exhibition in conjunction with our solvent-free LAVA thermal processing system, versatility is a key part of our innovation as LUX ITP can be dual processed in existing solvent technology, a unique feature of the MacDermid portfolio,” stated Andy Beesley, Business Director – EMEAR. In combination with the latest LUX In-The-Plate<sup>™</sup> products formulated with our patented Clean Plate Technology, LAVA can improve the productivity of printers and converters by reducing platemaking time and streamlining their workflow.

Visit us at stand 5A17 to discover how our comprehensive thermal solutions will elevate your flexographic print capability to the next level.

#### About MacDermid Graphics Solutions

MacDermid Graphics Solutions is a global leader in the manufacturing and marketing of photopolymer plates and platemaking systems for the package printing industry. From analog to digital, liquid to sheet, solvent to thermal, MacDermid offers its customers a choice when it comes to selecting the plate processing method that is the best fit for their specific application. MacDermid Graphics Solutions has been leading the way in flat-top dot technology with our award-winning LUX<sup>®</sup> ITP<sup>™</sup> Platform and LUX<sup>®</sup> Lamination. To elevate your print to the next level, count on the flat-top dot technology experts, MacDermid. For more information about MacDermid Graphics Solutions, visit [graphics.macdermid.com](http://graphics.macdermid.com).

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