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**MACDERMID ENTHONE INDUSTRIAL SOLUTIONS MAKES SENIOR HIRE FOR NEW DISPLAYS
AND IN-MOLD ELECTRONICS PRODUCT GROUP**

Langenfeld, Germany, 28th May 2020: MacDermid Enthone Industrial Solutions has recently appointed Heather Nelson as Director of displays and in-mold electronics (IME), as part of its new automotive initiative. Heather brings vast industry expertise and electronic engineering knowledge to the role and will help develop the emerging automotive displays and IME category. The new initiative provides customers with a single source of information and access to the latest state-of-the-art integrated technology.

Heather will be responsible for bringing together a team from across the MacDermid Enthone Industrial Solutions and MacDermid Alpha Electronics Solutions business units, to work with OEM/Tier 1 partners recognising key market needs and identifying gaps where the displays and IME product group can use its innovation expertise to add value. In addition, the team will be focused on carrying out programmes with partners and highlighting material science activities for R&D. Heather brings 10 years' experience as an electronic design engineer to the team and has recently completed a DPhil in electronic engineering at the University of Oxford.

The new displays and IME product group will be a major strategic initiative to meet future technology demands, bringing together a range of integrated market solutions to power innovation forward in the automotive market

For more information, visit: <https://industrial.macdermidenthone.com/markets/automotive-solutions>

About MacDermid Enthone Industrial Solutions: MacDermid Enthone Industrial Solutions offers unrivaled innovation for surface treatments in its chosen end use markets. Our technology includes products for anodizing, conversion coatings, hardcoated films, plating, phosphating and surface preparation. Our products improve the durability and aesthetics of both metal and plastic surfaces. End use applications include aerospace, automotive, electronics, luxury goods, oil / gas and sanitary fittings.

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