

Yes We Can

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MacDermid and “YES WE CAN”

MacDermid Printing Solutions introduces this month a new look and company tag line. In addition to standardizing the MacDermid brand across all of the business units, the new branding includes the tag line “YES WE CAN”. “This is not a new concept,” said Stephen Largan, President of MacDermid Incorporated, “it is really just an affirmation of the way in which MacDermid does business.” Largan added, “it is a part of our culture to provide our customers with innovative solutions”.

In the Printing Solutions business, this means Stabil-X, the revolutionary offset technology which won the GATF Intertech technology award in 2004. It is also the LAVA solventless Processing Technology and EPIC NXT, a new conventional photopolymer plate that approaches digital quality. YES WE CAN embodies the culture of giving the customer options to meet their printing requirements; YES WE CAN shows MacDermid’s commitment to continuing to do so.

MacDermid will roll out the new branding in a series of advertisements placed in industry magazines.

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Founded in 1922, MacDermid, Inc. is a global specialty chemicals company serving the diversified needs of the Electronics, Industrial, Offshore and Printing industries. It employs over 2,500 people and is headquartered in Denver, CO. It also has a production site and European headquarters in Cernay (68, France).

