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**PRESS RELEASE**

## MACDERMID GRAPHICS SOLUTIONS JOINS HOLYGRAIL 2.0

- *Initiative aims to pioneer digital watermarks to accelerate the circular plastic economy.*

(Atlanta, GA USA) – February 3, 2021 – MacDermid Graphics Solutions, a leading global supplier of photopolymer plates and platemaking solutions to the package printing industry, has joined the Digital Watermarks Initiative HolyGrail 2.0. Facilitated by AIM, the European Brands Association, HolyGrail 2.0 is a pilot project with the objective to prove the viability of digital watermarking technologies for accurate sorting and consequently higher-quality recycling, as well as the business case at a large scale. MacDermid is one of more than 100 companies and organizations from the complete packaging value chain, which are part of HolyGrail 2.0. The initiative has ambitious goals to solve the complexities surrounding the recycling of post-consumer plastic packaging for a truly Circular Economy.

Digital watermarks are imperceptible codes covering the surface of consumer goods packaging. These codes can be read by cameras and encode a wide range of attributes such as manufacturer, SKU, type of plastics used and composition for multilayer objects, food vs. non-food usage, etc. The information can be used throughout the entire packaging value chain. Ultimately, when the packaging reaches a waste sorting facility, the digital watermarks can be detected and encoded on the sorting line, which then is able to sort the packaging in corresponding streams. This would result in better and more accurate sorting streams, thus consequently in higher-quality recyclates to be re-used, supporting a Circular Economy.

“We are thrilled to join this ambitious initiative along with renowned companies like Amcor, P&G, Sonoco, and Pepsico. As a flexographic plate and platemaking supplier, we have a unique perspective of optimizing print solutions that integrate digital watermarks in package printing,” says Matt Bennett, Vice President, EMEA for MacDermid Graphics Solutions.

MacDermid will contribute its expertise on optimizing flexographic plates to implement digital watermarking and the overall printing process to HolyGrail 2.0.

**About MacDermid Graphics Solutions**
MacDermid Graphics Solutions is committed to the goal of becoming the most customer-centric company in the flexographic industry. From leading the way in photopolymer plate technology to first-class service and support, MacDermid is the innovation partner our customers trust. Our global network of strategic supplier partnerships and distributors, combined with our proven technology and support, ensures our customers achieve their operational, financial, and strategic business goals. Learn more about our commitment to customer success at graphics.macdermid.com.

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