

Michelman Highlights Innovations in Digital Printing & Sustainable Packaging at LOUPE Americas 2026

Jan Denies will explore Michelman's collaboration with HP Industrial Print and advances in digital printing and sustainable flexible packaging.

CINCINNATI, OH, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- Michelman will present its latest innovations in water-based primers and barrier coatings at LOUPE Americas 2026, formerly Labelexpo, highlighting its collaboration with HP Industrial Print and its commitment to accelerating industry adoption of more sustainable labels and packaging.

Featured at Michelman's stand in Hall D, Booth 3133 will be the complete [DigiPrime®](#) portfolio of print-receptive primers. DigiPrime® provides press owners with proven solutions for a wide range of applications on HP Indigo Digital Presses.

The newest addition to the family is [DigiPrime® Vision 9200](#), an in-line primer for high-performance labels for use with HP Indigo 6K+ and 8K Digital Presses. This flagship primer delivers increased water and chemical resistance, as well as significant performance enhancements in media gamut and maintenance.

Jan Denies, Global Account Manager for Digital Printing, will present "Unleashing the Full Potential of Digital Print" on Wednesday, September 16 at 2pm on LOUPE's Spotlight Stage. This educational session will explore the forces pushing for greater sustainability in packaging, and how aqueous coatings are allowing converters and brands to shift more packaging to paper and mono-material film structures.

Denies will discuss how close collaboration between Michelman and HP Industrial Print over the



Michelman at LOUPE Americas 2026

past two decades has expanded the efficiency and versatility of digital printing to a wider range of substrates and applications. He will also provide a glimpse into Michelman's ongoing development of digitally printed flexible packaging structures that target recyclability and compostability, with barrier performance suitable for dry food applications.

The latest prototypes of these and other groundbreaking structures will be on display at Michelman's stand, where visitors can learn about Michelman's two new bio-based, plastic-free barrier coatings designed for use in retail food packaging, Nuvita® Life 4002 & 4605. A heat seal and topcoat, respectively, these coatings are designed to support alignment with Extended Producer Responsibility (EPR) programs in the Americas, such as California SB 54, as well as the Single-Use Plastics Directive (SUPD) and Packaging & Packaging Waste Regulation (PPWR) in the EU.



Jan Denies

"Digital printing continues to open new avenues for converters to produce more sustainable labels and packaging without sacrificing performance," said Denies. "At LOUPE Americas, we're looking forward to demonstrating how our ongoing collaboration with HP Industrial Print, our market-leading DigiPrime® primers, and our innovative Nuvita® Life barrier coatings can help customers expand into new applications with confidence."

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LOUPE Americas 2026 will take place September 15-17 at the Donald E. Stephens Convention Center in Chicago. Show-goers are encouraged to attend Denies' presentation on the Spotlight Stage, September 16 at 2pm, and visit Michelman in Hall D, Booth #3133.

About Michelman

[Michelman is a global developer and manufacturer](#) of environmentally friendly advanced materials for industry, offering solutions for the coatings, printing & packaging, and fibers & composites markets. The company's surface additives and polymeric binders are used by leading manufacturers around the world to enhance performance attributes and add value in applications including wood and floor care products, metal and industrial coatings, paints, varnishes, inks, fibers, and composites. Michelman is well known as an innovator in the development of barrier and functional coatings, and digital printing press primers that are used

in the production of consumer and industrial packaging and paper products, labels, and commercially printed materials. Michelman serves its customers with production facilities in North America, Europe and Asia, product development and technical service centers in several major global markets, and a worldwide team of highly trained business development personnel.

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