



# MICHELMAN, Global Manufacturer of Aqueous Coatings, Uses Blindspotz Labels to Enhance the Customer Experience



Michelman, headquartered in Cincinnati, OH, is a global developer and manufacturer of environmentally friendly aqueous coatings. Their innovative surface additives and polymeric binders are used around the world to enhance performance and add value in various applications including wood and floor care, industrial coatings and digital press primers.

for graphics and size are endless. The technology can be added to a standard label or purchased as stock labels from ATI. The label size chosen by Michelman fits perfectly on their current product labels, so the secondary label was the best option for them.



Michelman prides themselves on service beyond expectation. Over ten years ago, they discovered that their aqueous coatings could be affected by freezing temperatures. “During our Winter shipping period, which is November 1st through March 31st, we need to track the product being shipped to customers to ensure it’s not exposed to freezing temperatures,” Timothy Baker, QA Specialist at Michelman stated. “The coating’s quality could be affected if it’s exposed beyond the temperature listed in the storage and handling section on the product label,” added Baker. Michelman used a number of freeze indicators leading up to ATI’s Blindspotz solution, but the ease-of-use and interpretability have made it the ideal solution to move forward with.

“We want to guarantee we are providing a product our customers have confidence in. We provide each customer with information on how to interpret the freeze indicators. Fortunately, the ease of the white to blue color change is a simple and obvious thing to notice when reviewing the product. Since this product is flexible and doesn’t have 3-dimensional pieces like the past product we were using, they adhere to the box and don’t have the opportunity to get knocked off during shipment,” said Baker.

American Thermal’s Blindspotz solution is simply a label with unique, thermochromic ink technology, that turns from clear to blue at freezing temperatures. The ink can be printed flexo, gravure or offset, so the customization

Twenty percent of temperature-sensitive products are damaged during transport due to a broken supply chain. The Blindspotz product has the ability to be set for any temperature threshold between 4° and -4°C with a  $\pm 1^\circ\text{C}$  accuracy rating. Blindspotz protects your brand and enhances customer satisfaction, as product can be monitored throughout the supply chain to the end customer. When temperature matters, let ATI assist you in the right solution for your application.