



MacDermid Opens Japan Desk in Metro Detroit

NEW HUDSON, MICHIGAN--September 10, 2014—MacDermid, Inc., a wholly-owned subsidiary of Platform Specialty Products Corporation (NYSE:PAH), today announced plans to open a Japan Desk at its existing R&D facility in metro Detroit. A bilingual Account Manager will cater to the sophisticated needs of Japanese automotive OEMs and their expanding supply chain here in North America who require plating chemistry for decorative and anti-corrosive purposes.

Starting on October 1, the Japan Desk in New Hudson, Michigan will act as a liaison between Japan-based automotive customers in North America and MacDermid personnel to ensure that the customers' ongoing requirements are established, understood and satisfied. The technical service laboratory at New Hudson is one of two world-class facilities operated by MacDermid in the Midwest. Products for Japanese customers will continue to be manufactured at the Center of Excellence in Ferndale, Michigan.

“Japan’s carmakers are localizing production here in North America at a feverish pace and there is growing demand for MacDermid’s proprietary technologies such as ZinKlad™ and XtraForm™ in the Southern U.S. and Mexico. The establishment of the Japan Desk builds on our company’s long-standing commitment to Japan, where we have already been supplying product for more than 40 years,” said Michael Siegmund, EVP – Global Automotive Business.

In regard to this new strategic initiative, Siegmund added, “MacDermid is the one of the few manufacturers who are capable of supplying plating chemistry to the automotive industry on a global basis. The recent deployment of OEM Account Managers has provided us with a better understanding of the industry’s ever-changing needs and has improved our response time in providing solutions. We are committed to further investing in local infrastructure to support our global automotive accounts.”



About MacDermid, Inc.

MacDermid, Inc. is a leading global producer of high technology, specialty chemical products and a provider of technical services. For more than 90 years, MacDermid has manufactured dynamic chemistries, through the blending of raw materials in complex, innovative multi-step technological processes. Established in 1922 and headquartered in Waterbury, Connecticut, MacDermid employs over 2,000 people in multiple sites throughout the world. Additional information on MacDermid and its products and services is available at www.macdermid.com.

Since opening a representative office in Tokyo in 1973, MacDermid has been supplying chemistries to the Japanese market. Nippon MacDermid Co., Ltd. was formally incorporated in 1986 and is now headquartered in Kawasaki, with satellites in Nagoya, Osaka, and Shenzhen, China. To learn more about MacDermid's activities in Japan, please visit the Company's website at <http://www.macd.co.jp>.