



**UNDER EMBARGO UNTIL July 31, 2025,
at 08:00 EST/ 14:00 CEST/ 20:00 CST**

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PRESS RELEASE

MacDermid Alpha Electronics Solutions Unveils Unified Global Website to Deepen Customer, Talent, and Stakeholder Engagement

(Waterbury, CT USA) – July 31, 2025 – MacDermid Alpha Electronics Solutions, the electronics business of Elements Solutions Inc, today launched macdermidalpha.com - a unified global website built to deepen digital engagement. The launch marks a significant milestone in the business' ongoing commitment to delivering more meaningful, interactive, and impactful experiences for its customers, talent, and stakeholders worldwide.

This digital transformation creates an intuitive platform designed to elevate MacDermid Alpha's brand visibility, empower user engagement, and drive business growth in today's fast-moving electronics landscape.

"This is more than a website - it's a platform for connection," said Julia Murray, Vice President, Global Marketing Communications, MacDermid Alpha Electronics Solutions. *"We designed this experience to support our customers and partners in the ways that matter most - to highlight the depth of our expertise and connect our global team and culture more closely with the communities we serve."*

Reimagining the Digital Experience for Deeper Connections

This launch is driven by a customer-first, stakeholder-aligned approach, focused on accessibility, relevance, and responsiveness:

- **For Customers:** The website offers simplified navigation by industry and application, robust technical resources that help engineers, buyers, and partners find what they need - faster.
- **For Talent:** A dynamic careers section spotlights MacDermid Alpha's culture, innovation, and purpose-driven mission as part of Elements Solutions, providing job seekers with an inside look at what it means to grow with a global technology leader.
- **For Stakeholders:** From media and investors to collaborators, the platform offers streamlined access to insights, brand stories, and thought leadership - reinforcing

transparency and strengthening MacDermid Alpha Electronics Solutions' role as a trusted partner in electronics manufacturing.

Built to Engage, Designed to Inspire

- **Unified Brand Experience:** A single global platform with consistent messaging reinforces the strength of the MacDermid Alpha brand and technology portfolio and provides a seamless journey across all lines of business.
- **Relationship-Driven:** The website integrates engagement and fosters meaningful connections at every stage - whether it is a customer exploring new solutions or a potential future colleague discovering career opportunities.
- **Optimized for Discovery:** With advanced SEO and content strategy, MacDermid Alpha is expanding its reach and increasing discoverability among new audiences in the electronics industries and regions.

A Catalyst for Growth

This next-generation digital presence is designed not only to inform, but to **engage, inspire, and convert**. It is a critical component of MacDermid Alpha's broader digital marketing strategy to:

- Engage with customers through intuitive UX and technical resources.
- Strengthen global brand presence across global markets.
- Attract top talent through enhanced careers section.
- Deepen relationships with media, industry influencers, and stakeholders.

Explore the new experience at macdermidalpha.com.

ENDS

MacDermid Alpha Electronics Solutions

MacDermid Alpha Electronics Solutions, a business of Element Solutions Inc, is a global leader in high-performance specialty chemicals, materials, and process technologies for every stage of the electronics manufacturing process. With expertise spanning circuitry formation, wafer-level packaging, circuit board assembly, semiconductor assembly, and film and smart surfaces, MacDermid Alpha delivers advanced, sustainable, and integrated solutions that drive innovation and reliability across the electronics supply chain. Operating worldwide and backed by more than a century of innovation, the organization supports a broad range of industries including automotive, consumer electronics, data infrastructure, high-performance computing, and telecommunications enabling next-generation electronics.

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