



## Press Release for Immediate Release

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Contact: Rebecca Lonczak  
Phone: (216) 741-7191  
Email: [rlonczak@keylandpolymer.com](mailto:rlonczak@keylandpolymer.com)

[www.keylandpolymer.com](http://www.keylandpolymer.com)  
4641 Hinckley Industrial Pkwy  
Cleveland, OH 44109

### **New Holdings Company and Structure Allows For Better Positioning Of UV-Cured Solid Materials in the UV/EB Market**

CLEVELAND, OH – January 20, 2017 – DVUV Holdings, LLC announces is new corporate name and a reorganization and rebranding of its operating companies. The new corporate name is Keyland Polymer Material Sciences, LLC. The new holdings company will include 4 separate operating companies: Keyland Polymer UV Application Technology, LLC; Keyland Polymer UV Resins, LTD; Keyland Polymer UV Powder, LLC; and DVUV, LLC.

This new alignment will help solidify the company's position and message, as a global and leading developer, formulator, manufacturer, and applicator of UV-curable solid material used in graphic arts, 3D printing, UV-cured powder coatings, and other forms of UV-cured solid materials.

Michael Knoblauch, President of Keyland Polymer Material Sciences, LLC quotes, "We are excited for the future of Keyland Polymer Material Sciences and UV and radiation cured solid materials. We are now able to market a complete product and service portfolio; basic material development, resins, finished products, application and curing technologies."

Keyland Polymer UV Application Technology, LLC offers the latest in UV/EB curing solutions of solid materials used in coatings, 3D/additive materials, and other product applications. The focus of this business is materials applied and cured with UV LED lamp technology. More information can be found at [www.kpapplicationtechnology.com](http://www.kpapplicationtechnology.com).

Keyland Polymer UV Resins, LTD develops, produces, and sells solid polyester, epoxy, and other resin based products used in UV-cured solid materials. Markets for UV solid resins include powder coatings, graphic arts, and 3D/additive manufacturing. Additional information can be found at [www.kpuvresins.com](http://www.kpuvresins.com)

Keyland Polymer UV Powder, LLC, formerly known as Keyland Polymer, LLC combines Keyland Polymer's UV Resins with additives, pigments and photoinitiators to produce custom and performance specific UV-curable powder coatings for a variety of substrates including wood, plastic, composites, and ferrous and non-ferrous metals. The product is marketed under the registered brand name UVMax® and the company's new domain is [www.kpuvpowder.com](http://www.kpuvpowder.com).

DVUV, LLC produces & sells powder coated MDF wood components using Keyland Polymer's UV Powder to the retail, healthcare, hospitality, education & office furniture industries. DVUV's UV powder line has been operating in Cleveland, Ohio since 2005. More information about DVUV's products and services can be found at [www.dvuv.com](http://www.dvuv.com).

### **About Keyland Polymer Material Sciences, LLC**

Keyland Polymer Material Sciences, LLC is a global leader in the development, formulation, manufacture and application of UV (Ultra Violet) light curable solid materials; resins, powder coatings, 3D additive materials and other types of UV-cured and radiation cured solid materials cured with UV microwave lights and emerging UV LED technology. For more information, please visit [www.keylandpolymer.com](http://www.keylandpolymer.com) or email [info@keylandpolymer.com](mailto:info@keylandpolymer.com).

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