



### Allied PhotoChemical introduces New Web-Site outlining Dual Market Strategies.

*Allied PhotoChemical leads industry efforts in UV Technology and Innovation*

**MARYSVILLE, MI** – January, 2011 – Allied PhotoChemical, Inc. has introduced a completely redesigned web-site outlining two distinct UV markets: In-Line UV Solutions and Mobile UV Solutions.

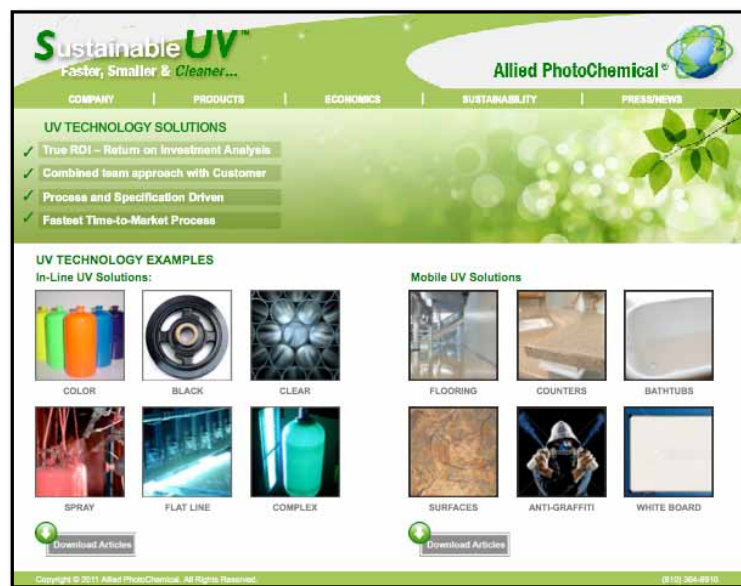
“Allied PhotoChemical has been a long-term supplier of UV Technology Solutions to the In-Line Manufacturing Customer, which encompasses your typical manufacturing environment,” said Michael Kelly – CEO / President. “Now Allied PhotoChemical is supplying UV Technology to the Mobile Market; namely the kitchen-counter resurfacing, bathtub refinishing, anti-graffiti and concrete flooring markets.”

“The in-Line Manufacturing Customer would typically produce in a fixed manufacturing environment and manufacture in a discrete or a continuous process,” said Dan Sweetwood – Vice President of Sales. “The Mobile UV marketplace has evolved from fixed in-line manufacturing over the past several years, and offers significant process cost savings and definitive Sustainability benefits.”

Both In-Line UV Solutions and Mobile UV Solutions share the following key principles:

1. True ROI – Return on Investment Analysis
2. Combined Team Approach with Customer
3. Process and Specification Driven
4. Fastest Time-to-Market Approach

Outlined below is an example of Allied PhotoChemical’s new web-site: [www.alliedphotochemical.com](http://www.alliedphotochemical.com)



### About Allied PhotoChemical, Inc.

---

Allied PhotoChemical is a leading formulator and producer of UV – Ultraviolet Light-Curable Inks, Coatings and Paints, E-L's and specialty formulations, and focuses on the capabilities of high quality product development, application, customization to exploit the economies of speed. Allied PhotoChemical's products help customers achieve a premium "Return On their Investment and the Environment" by helping their process run **Faster, Smaller, *Cleaner.***

**Website:** [www.alliedphotochemical.com](http://www.alliedphotochemical.com)

**Managing Contact:** Dan Sweetwood / (810)-364-6910