



..... FOR IMMEDIATE RELEASE .....

**CONTACTS**

Scott Blanchard  
Senior Marketing Specialist  
Americhem  
Phone: 330.929.4213 x1363  
[sblanchard@americhem.com](mailto:sblanchard@americhem.com)

Kelly McGrath  
Account Director  
AKHIA  
Phone: 330.463.5650  
[kelly.mcgrath@akhia.com](mailto:kelly.mcgrath@akhia.com)

**AMERICHEM SPEAKERS TO ADDRESS COLOR SCIENCE  
AT SPE® TPO CONFERENCE, OCT. 6–9**

*Experts provide in-depth look at color and its impact on the automotive industry*

**CUYAHOGA FALLS, Ohio (Sept. 27, 2013)** – [Americhem, Inc.](http://Americhem, Inc.), a leading color and additive masterbatch supplier to the automotive industry, is giving attendees of the SPE® TPO Conference, Oct. 6–9 in Detroit, Mich., two opportunities to learn more about color science and quality control. Americhem’s technology development manager, Chris Miller, will present “Addressing Stress Whitening in Polypropylene Copolymers” as part of the conference’s scheduled breakout forums. Additionally, the company will serve lunch prior to a special edition of its popular Americhem U educational series on Oct. 9 after the conclusion of the conference, covering color theory and color science.

“We’re thrilled to bring two dynamic speakers to Detroit with current, practical educational topics,” said Brett Conway, Americhem’s global segment director for transportation. “Both seminars will benefit automotive suppliers with useful, real-world examples of solutions to issues they encounter every day.”

Miller’s presentation will take place Monday, Oct. 7, at 3:30 p.m., in Conference Hall 2, where he will provide a comprehensive look at stress whitening. Drawing from his experience in the field, Miller will offer technical information from testing and causes to strategies and remedies.

Ron Beck, R&D manager for Americhem, will deliver his presentation “The Science Behind What We See” at Americhem U on Oct. 9, beginning with lunch at 12 p.m. in the Troy Marriott’s Athens Room. He will provide an in-depth look at the physics of color and the elements that impact appearance. He will also touch on color measurement and tolerances to help designers achieve desired effects and color consistency.

Both presenters, along with Americhem’s key automotive and transportation personnel, will be on hand to answer questions and discuss products at the company’s display throughout the conference.

(more)

