



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

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**AMERICHEM TO SHOWCASE PRODUCTS AND SERVICES FOR EXTENDING CARPET LIFESPAN AT DOMOTEX asia/CHINAFLOOR EXPO**

**SUZHOU, CHINA (March 26, 2013)** – [Americhem Inc.](#), a global provider of customer color and additive solutions for synthetic fibers, will showcase its industry-leading color and additive masterbatches and advanced weathering testing at the 15th DOMOTEX asia/CHINAFLOOR Expo in Shanghai, China, March 26-28, 2013, in hall N1, booth D41.

“The colors in synthetic fibers products can fade and discolor with long-term exposure to UV light,” said Stanley Teoh, Americhem’s general manager for the Asia Pacific region. “By partnering with our customers, we can make adjustments to enhance performance of synthetic fibers by helping to develop durable, long-lasting carpeting products, such as nDuramax™ UV stabilizing masterbatches. We also offer in-house weathering testing equipment and services to help evaluate the life of products.”

During the exhibition, Americhem will showcase its portfolio of color masterbatches and nDuramax UV stabilizing masterbatches, which are proven to provide exceptional long-term color vibrancy and performance. The company will also feature its advanced weathering testing equipment and services to help customers ensure the performance of their products. Americhem’s weathering capabilities include:

- Xenon Arc
- QUV
- Predictive Heat Buildup Testing
- Outdoor Exposure

Americhem experts will be on hand to answer questions about its in-house weathering capabilities and provide details about nDuramax and other products. Also on display in the booth will be Americhem’s nFinity™ masterbatches for synthetic turf and the new Field & Logo Color Selector Guide, featuring dozens of cardwrapped turf fibers in greens and common logo colors.

*(more)*



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For more information about products and services from Americhem, visit [www.americhem.com](http://www.americhem.com).

**About Americhem**

*Americhem is a global organization that delivers custom color and additive solutions for customers seeking superior performance and batch-to-batch consistency for their polymer products. The company specializes in color and additive masterbatches, and single pigment dispersions, all backed by complete technical support that ensures quality, reliability and value. Americhem operates seven manufacturing plants and also maintains a representative sales office in Luxembourg and Monterrey, Mexico. Central Research & Development facilities and headquarters are located in Cuyahoga Falls, Ohio. For more information visit [Americhem.com](http://Americhem.com) or call 800.228.3476.*

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