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VALUE ENGINEERING IS AMERICHEM'S MOST IMPORTANT ADDITIVE
Experience the difference at FloorTek Expo, booth #141

CUYAHOGA FALLS, Ohio (Aug. 22, 2013) – Beyond color and additive masterbatches, Americhem Inc. takes a value engineering approach to product design, finding the best mix of properties and services to boost speed-to-market, product quality, process efficiency and overall customer satisfaction. The company will detail its holistic, value engineering capabilities at FloorTek Expo (booth #141), Sept. 10-12, in Dalton, Ga.

“Value engineering means we are more than just a supplier—we are raising the bar on what customers can and should expect from their masterbatch supplier,” said Mark Downey, sales director, Americhem. “We design products that center on our customers’ needs, including their processes, equipment, end-use requirements and desired physical properties, helping them create success with their customers from the plant floor to the showroom floor.”

Americhem’s value engineering model is a comprehensive approach that expands beyond product design to also include educational opportunities, trends reporting and process integration. Combined with superior technical guidance and exceptional service, Americhem is committed to helping its customers succeed.

“Education is a key component of our value engineering model,” said Downey. “That’s why we’re excited to bring our popular Americhem U series to FloorTek.”

In conjunction with FloorTek, Americhem is offering a special Americhem U presentation, “Discover the World of Polymeric Additives,” presented by Dr. Vaman G. Kulkarni on Sept. 12, at 11 a.m. Dr. Kulkarni is one of Americhem’s industry experts with extensive knowledge of fibers, polyester and additives. Seating will be limited, so interested attendees should email Susan Ellis at sellis@americhem.com or call 706.279.3465 to RSVP.

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For more on Americhem's value-engineering model visit FloorTek booth #141 or browse 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 or call 800.228.3476.

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