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**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 HIRES MARKET MANAGER FOR NORTH AMERICAN NONWOVENS MARKET**

**CUYAHOGA FALLS, OHIO (March 28, 2013)** – [Americhem Inc.](http://Americhem Inc.), a global provider of custom color and additive solutions for synthetic fibers, recently hired Robert Baldy as market manager for the North American nonwovens market.

At Americhem, Baldy will work with nonwovens customers to develop color and additive products that offer innovation, quality improvements and cost savings. He will work closely with Americhem’s research and development staff, located in Cuyahoga Falls, Ohio, and the nonwovens product design group, located in Dalton, Ga.

“Robert’s background and experience in this industry will help him identify next-generation solutions for our customers,” said Rob Clayton, nonwovens segment director for Americhem. “He will help us identify opportunities where Americhem can serve as a true technology partner with our customers, both with new and existing nonwovens accounts.”

Baldy joins Americhem with nearly two decades of experience in technical, manufacturing and commercial positions in the nonwovens industry. Most recently, he served as procurement lead for Kimberly-Clark, where he oversaw commodity polymer acquisition for a variety of business units. Before this role, he held commercial and marketing positions in several companies in the nonwovens industry, including DAK Americas, Fiberweb and AstenJohnson. He began his nonwovens career in engineering and operations roles for Kimberly-Clark.

Baldy earned a bachelor’s degree in chemical engineering from the Georgia Institute of Technology and completed a cooperative education program during his studies at Shaw Industries, Inc.

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For more information on about 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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