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**AMERICHEM RELEASES ITS 2014-2015 CONSUMER COLOR TRENDS**

**CUYAHOGA FALLS, Ohio (May 21, 2013)** – [Americhem Inc.](http://Americhem Inc.), a global leader in the production of color and additive solutions for polymeric products, recently unveiled the 2014-2015 Color Trend Watch. Each year, Americhem works with color trends experts to identify trends that appeal to high-end consumers, predicting the hippest and hottest colors for the coming years.

“Making the right color choices can help companies refresh and invigorate their products,” said Ruth Simon McRae, color trends expert and Americhem U guest speaker. “Americhem partners with a well-known Parisian fashion design company to deliver a one-of-a-kind forecast that will give its customers a competitive edge.”

Americhem’s 2014-2015 Color Trend Watch reflects an exploration of global cultural influences, demographic trends and fashion-forward color predictions. The four color families featured this year include:

- **Designer** – luxurious mood, rich effects, sophisticated harmony, velvet textures, simplified shapes
- **Engineer** – mechanical and handcrafted materials, metallic tints, vegetable dye colors, tinkered shapes
- **Fun Science** – experimental mood, translucent effects, sensual textures, molecular shapes
- **Urban Power** – ultra chic, minimalistic, monochromatic effects, dramatic textures, aerodynamic shapes

The colors are chosen to be specific and relevant to the various industries Americhem serves. Americhem customers and others who are interested in the color trends presentations can contact Americhem to explore how the color forecasts will impact their markets.

Americhem released its first color trends in 2009 and continues to produce color trends forecasts annually.

*(more)*



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Visit [www.americhem.com](http://www.americhem.com) to discover how your color choices can add new life to your products.

**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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