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**AMERICHEM TO LEAD SEMINAR ON WEATHERING AND DURABILITY FOR SYNTHETIC TURF AT
AMI'S GRASS YARN AND TUFTERS FORUM 2014**

MANCHESTER, UNITED KINGDOM (FEBRUARY 13, 2014) – [Americhem Europe Ltd.](#), a global provider of custom colour and additive solutions for synthetic fibres, will lead a technical seminar on weathering and durability for synthetic turf during the [AMI's Grass Yarn and Tufters Forum 2014](#) at the Fira Palace Hotel in Barcelona, Spain. Led by Americhem's technical service director, EMEA, Michael Frisch, the seminar, titled "The Impact of Weathering on Synthetic Turf Durability," will take place February 20, 2014, at 11:10 a.m.

Frisch will discuss new developments in highly weatherable synthetic turf and how standard and custom colours can be enhanced by a combination of additives, including UV stabilizers and antioxidant packages. He will also provide details about Americhem's product range, as well as factors that give synthetic turf superior colourfastness and functional longevity.

Additionally, Frisch will provide an in-depth look at both outdoor and accelerated weathering techniques, acceptable weathering test methods within the industry and the effect of climate conditions, polymer characteristics and functional additives.

Frisch began his Americhem career in 2009 at Americhem Europe's plant in Manchester, U.K. He is now based in Augsburg, Germany, near Munich, to better serve customers on the European continent. Frisch has extensive background in customer service, fibre production, and research and development. His previous experience includes yarn developments, with a special focus on solution-dyed yarns and masterbatch processing.

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Attending the AMI's Grass Yarn and Tufters Forum 2014? Be sure to sit in on #AmerichemInc's seminar discussing the impact of weathering on synthetic turf durability on Feb. 20 at 11:10 a.m. <http://bit.ly/1g2O3jC>

