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CONTACTS

Scott Blanchard
Manager, Corp. Marketing & Communications
Americhem
Phone: 330.929.4213 x1363
sblanchard@americhem.com

Kelly McGrath
Account Director
AKHIA
Phone: 330.463.5650
kelly.mcgrath@akhia.com

AMERICHEM ANNOUNCES 2016 SCHEDULE FOR AMERICHEM U LUNCH AND LEARN SERIES IN DALTON, GEORGIA

CUYAHOGA FALLS, Ohio (Dec. 3, 2015) – Americhem is excited to announce the new schedule for its Americhem U educational series in Dalton, Georgia, with upcoming dates and fresh topics for 2016.

“With the industry constantly evolving, our Americhem U lunch and learn series in Dalton continues to be a valuable channel for customers to stay on top of the latest trends with color education,” said Scott Blanchard, corporate marketing and communications manager, Americhem.

Each session is scheduled to be hosted at the Dalton Convention Center by Americhem experts well known throughout the carpet, synthetic turf and textile industries. Offering education on an array of topics, the 2015-2016 Americhem U Dalton series includes:

What: *The Science Behind What We See*
An Exploration of Color Theory and How it Affects Our Work
When: Thursday, January 28, 2016, 5 p.m.—7 p.m.

What: *What Makes a Good Color?*
Color’s Role in Quality and Process Control
When: Thursday, March 10, 2016, 11 a.m.—1 p.m.

What: *Real Value Engineering*
Why Superior Products Go Well Beyond Color
When: Thursday, May 12, 2016, 11 a.m.—1 p.m.

What: *Color Trends 2017-2018*
Fashion-forward Color Forecast for the Coming Years
When: Thursday, September 15, 2016, 11 a.m.—1 p.m.

For details on each Americhem U session, visit www.americhem.com/americhemu.

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Americhem announces its 2015-2016 Americhem U lunch and learn schedule for the Dalton, Georgia, series. Find a session for you here: <http://bit.ly/1j2FLQ5>.

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.@Americhem_Inc announces its 2015-2016 #AmerichemU lunch and learn schedule for the Dalton, Georgia, series: <http://bit.ly/1j2FLQ5>.

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 nine 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.

About Americhem U

With its roots as an internal education program started about 20 years ago, Americhem U is an ongoing education lunch and learn series presented by Americhem's trusted experts. Classes are held at the Dalton Convention Center in Dalton, Georgia, and at the company's world headquarters in Cuyahoga Falls, Ohio, as well as regularly scheduled webinar sessions broadcast worldwide. Each session, held before a provided lunch, offers unique insight into critical industry topics—including color science, color trends, design best practices, additives and technical matters. Americhem U classes are unique opportunities to learn and network, and can help foster a useful, working knowledge of color applicable to a range of challenges across industries.

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