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AMERICHEM BRINGS TWO EDUCATIONAL LUNCH AND LEARN SESSIONS TO WORLD HEADQUARTERS

CUYAHOGA FALLS, Ohio (October 6, 2015) – Americhem Inc., a global provider of custom color and additive solutions for polymeric products, will bring two Americhem U educational lunch and learn sessions to its world headquarters in Cuyahoga Falls, Ohio, in the coming months. On Thursday, October 22, 2015, and April 14, 2016, the company will present its popular workshop class “How We See, Measure and Manage Color.”

“Each Americhem U session provides customers with the opportunity to discuss the latest trends in the industry and these sessions are no different,” said Scott Blanchard, manager, corporate marketing and communications, Americhem. “We will cover the basic principles of color tolerance and introduce concepts that are critical to designing and manufacturing exceptional products.”

Beginning at 10:30 a.m. on October 22 and April 14, participants will learn about the unseen aspects of color that drive product design. Topics discussed will range from how to choose the right color for your product application to discovering how performance attributes like UV stability and light stability can impact color and cost.

Attendees will also have an opportunity to tour Americhem’s customer concept center, manufacturing simulation facility and accelerated weathering lab, as well as physical and analytical labs. They’ll also have the opportunity to meet with Americhem product experts and research scientists who can help them bring their products to life.

In the afternoon, a color measurement workshop will extend the learning to real-life situations. During the workshop, participants will learn how to set up meaningful color tolerances. Attendees will also learn about the principles of color tolerance and how they relate to visual color perception, as well as the overall role of color measurement.

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"It's always our intention to provide our customers with the knowledge and tools necessary to manufacture and design their products and we're excited to bring this new Americhem U session to them," said Blanchard.

Seating for the October 22 session will be limited to the first 20 registrants, but there will be a second chance to learn about color measurement when the session is repeated on April 14. Contact Aubrey Barto to register for either session at abarto@americhem.com.

For the full Americhem U educational lunch and learn series schedule, visit www.americhem.com/americhemu for more information.

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Americhem announces Oct. 22 Americhem U educational session, "How We See, Measure and Manage Color" at world headquarters: <http://bit.ly/1j2FLQ5>.

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.@Americhem_Inc announces Oct. 22 educational session "How We See, Measure and Manage Color."
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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.

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