



..... FOR IMMEDIATE RELEASE

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 SPEAKER TO ADDRESS REFRACTIVE INDEX AND COLOUR MEASUREMENT AT AUTO INTERIORS EXPO

MANCHESTER, UNITED KINGDOM (May 5, 2016) – Americhem Europe Ltd., a global colour and additive masterbatch supplier to the automotive industry, is giving attendees of the Automotive Interiors Expo in Stuttgart, Germany, an opportunity to learn more about colour science and measurement using refractive indexes. Americhem’s colour expert, Rick Mathew, will present “Understanding Refractive Index and its Contribution to Colour Measurement,” on Thursday, 2 June, at 12:50 p.m., in Hall 3 at the Interiors Innovation & Design Forum stage. Mathew will provide a comprehensive look at measuring colour across a variety of automotive materials.

Mathew will provide a basic understanding of colour, defined as the interaction of light with an object as seen by the human eye and interpreted by the brain. Mathew will delve into colour measurement pitfalls that can be encountered when measuring two differing materials. Attendees will be able to compare and contrast visual and instrumental evaluation of common automotive materials and explore proposed solutions to address the problem of measuring two different materials using two different refractive indexes. Visual samples will be available to give a clear illustration of this effect at Americhem’s booth in hall 3, stand A5132 at the expo.

“Americhem has always recognized that basic colour education is necessary for manufacturers to understand the intricacies of colour as they relate to consistency and the manufacturing quality of end products,” stated Mathew. “Before producers can achieve colour harmony, it is important to understand the dynamics of colour and their effect on product appearance.”

Americhem’s key automotive and transportation personnel will be on hand to answer questions and discuss products at the upcoming 2016 Automotive Interiors Expo, being held 31 May–2 June in hall 3, stand A5132. For more information, contact Scott Blanchard at sblanchard@americhem.com.

Visit Us Online:





..... FOR IMMEDIATE RELEASE

Share:

Please feel free to use the posts below to share this news on your social media channels.

LinkedIn

Americhem Europe will be at Automotive Interiors Expo where colour expert, Rick Mathew, will discuss measuring colour across a variety of automotive materials on June 2 at 12:50 p.m., in Hall 3.

<http://bit.ly/1ogmGZ7>

Tweet the News

.@Americhem_Inc 's colour expert, Rick Mathew, will present at Auto Interiors Expo on June 2. Find out more: <http://bit.ly/1ogmGZ7>.

About Americhem

Americhem is a global organization that delivers custom colour and additive solutions for customers seeking superior performance and batch-to-batch consistency for their polymer products. The company specializes in colour and additive masterbatches, and single pigment dispersions, all backed by complete technical support that ensures quality, reliability and value. Americhem operates 10 manufacturing plants and also maintains representative sales offices around the globe. Central Research & Development facilities and headquarters are located in Cuyahoga Falls, Ohio. For more information visit Americhem.com or call 800.228.3476.

###

Visit Us Online:

