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**AMERICHEM PRODUCTS FOR HOUSEWRAP BENEFIT FROM  
CORE COMPETENCIES IN COLOR, UV STABILIZATION**

**CUYAHOGA FALLS, Ohio (April 12, 2016)** – Americhem Inc., a global provider of color and additive solutions for synthetic fibers, will feature its line of color and additive masterbatches for nonwovens housewrap producers at the IDEA 2016 International Engineered Fabrics Conference & Expo, May 3–5, 2016, at the Boston Convention and Exposition Center in Boston, Mass. These products capitalize on Americhem’s core technologies of vibrant, consistent color, dispersion quality and UV stabilization.

“For decades, Americhem has been at the forefront of UV stabilization technology, culminating with the introduction of our nDuramax® brand of high-performance UV stabilizers in 2009,” said Vaman G. Kulkarni, Ph.D., technical development director for Americhem. “In this era where the importance of branding is paramount, our products for housewrap combine industry-leading, differentiating color with the UV stability necessary for outdoor construction projects.”

In an industry dominated by white housewrap products, Americhem color offers product differentiation capable of making customers’ products stand out from the crowd. Americhem’s hallmarks of lot-to-lot consistency, unparalleled dispersion quality and best-in-class raw materials, when combined with nDuramax stabilizers, give housewrap excellent durability on the worksite.

“As one of the largest producers of outdoor masterbatches in the world, Americhem leverages our nDuramax technology in a multitude of industries and end uses including vinyl siding, composite decking, synthetic turf, awning fabrics and many more,” continued Kulkarni. “Our products for housewrap are a natural extension of that knowledge.”

Customers also have access to extensive weathering testing capabilities in Americhem’s outdoor and accelerated weathering labs. Interaction between pigments and UV stabilizers has been thoroughly tested to help customers make informed choices when it comes to housewrap colors. Masterbatches containing color, UV and other functionalities can be made as stand-alone products or as multi-attribute concentrates. All products are thoroughly tested to ensure housewrap moisture management features are maintained.



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Learn more about Americhem's housewrap products for nonwovens at IDEA 2016, booth #617, or visit [www.americhem.com/markets/nonwovens](http://www.americhem.com/markets/nonwovens) or contact Scott Blanchard at [sblanchard@americhem.com](mailto:sblanchard@americhem.com).

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Americhem will display its line of color and additive masterbatches for nonwovens housewrap at the IDEA 2016. Learn more: <http://bit.ly/1ogmGZ7>.

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Visit @Americhem\_Inc at #IDEA2016 to see its line of color and additive masterbatches for nonwovens housewrap. <http://bit.ly/1ogmGZ7>

**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 backed by complete technical support that ensures quality, reliability and value. Americhem operates 10 manufacturing plants across the U.S., Europe and Asia as well as 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.*

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