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**AMERICHEM ANNOUNCES 2017 SCHEDULE FOR AMERICHEM U**

**CUYAHOGA FALLS, Ohio (December 15, 2016)** – Americhem Inc., a global leader in the production of color and additive solutions for plastics and synthetic fibers, is excited to announce the new schedule for its Americhem U educational series, with fresh topics including a new color trends forecast. The series features upcoming dates in Dalton, Georgia, and at Americhem World Headquarters in Cuyahoga Falls, Ohio.

Each session is hosted by an Americhem color expert well known in the industries the company serves, including synthetic fibers, building and construction, and automotive. Offering education on an array of topics, the 2017 Americhem U series includes:

**Dalton, GA, Lunch and Learns** (All classes held at Dalton Golf and Country Club, 333 Country Club Way, Dalton, GA 30721):

**What:** Designing Color Masterbatches

**When:** Thursday, February 16, 2017, 11 a.m. – 1 p.m.

**Why:** Discover why design is a differentiator in the world of color and additive masterbatches.

Explore the concepts of dispersion and rheology and learn why color design is key for end-product consistency and stabilization.

**What:** The Value of Using the CMC Tolerancing System

**When:** Thursday, March 23, 2017, 11 a.m. – 1 p.m.

**Why:** Learn how the CMC tolerancing system helps ensure consistency and accuracy throughout the supply chain and from one batch of material to the next. Based on the color discrimination threshold of the human eye, CMC represents a significant upgrade from other color tolerancing models such as  $\Delta E$ .

**What:** Fundamentals of Controlling Color

**When:** Thursday, May 18, 2017, 11 a.m. – 1 p.m.

**Why:** Unlock the secrets to controlling color in the manufacturing process. Identify and learn to manage sources of variation. Learn about communication of color standards and the proper use of standards and spectrophotometers. Also, learn the strengths and limitations of instrumental color management.

**What:** 2018–2019 Color Trends Forecast

**When:** Thursday, September 21, 2017, 11 a.m. – 1 p.m.

**Why:** Realize the power of determining consumer color preferences with our annual color trends forecast. The unique color palettes help you achieve color harmony. Developed in partnership with a well-known fashion design house in Milan, our forecast will help you prepare for the hippest, hottest colors in 2018, 2019 and beyond.

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Regarding the color trends class, Martha Wakelin, product designer, Invista, said, "I loved the color palettes. They are very indicative of what we are seeing, and I am excited to use them in our new palette."

**Cuyahoga Falls, OH, Lunch and Learn:**

**What:** How We See, Measure and Manage Color

**When:** Wednesday, April 5, 2017, 10:30 a.m. – 3:30 p.m.

**Where:** Americhem World Headquarters, 2000 Americhem Way, Cuyahoga Falls, OH 44221

**Why:** Enjoy a full day of valuable, hands-on learning at Americhem U. Join us at Americhem World Headquarters for two insightful classes. First, discover the unseen aspects of color that drive product design. Learn how to choose the right color to perform in your product applications. Then, roll up your sleeves for a hands-on color measurement workshop where you'll learn to set meaningful color tolerances.

For details on each Americhem U session and to register, visit [www.americhem.com/americhemu](http://www.americhem.com/americhemu).

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Americhem announces its 2017 Americhem U Lunch and Learn schedule. Find a session for you here: <http://bit.ly/1j2FLQ5>.

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.@Americhem\_Inc announces its 2017 #AmerichemU Lunch and Learn schedule: <http://bit.ly/1j2FLQ5>.

**ABOUT AMERICHEM**

*Celebrating its 75th year, 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 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](http://Americhem.com) or call 800.228.3476.*

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