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AMERICHEM PROVIDES EASIER PATH TO IN-VEHICLE COLOUR HARMONY

MANCHESTER, UNITED KINGDOM (May 19, 2016) – In a competitive automotive market, every detail matters when convincing consumers to purchase or lease a vehicle. While in-vehicle colour harmony—how well the colour of parts match inside the vehicle—may not be the first thing a consumer considers when choosing a new vehicle, it can easily be the reason to choose a different car. Americhem, a company with more than 70 years of experience managing colour in a wide variety of industries, has expertise in colour science, polymer and additive performance, and process technology to help injection moulders and synthetic fibres producers more consistently create colour harmony in vehicle interiors.

Colour harmony can be difficult to achieve, especially when adjacent parts are comprised of two different materials and vary in appearance factors like gloss and grain. Other challenges often stem from:

- The large number of parts making up a vehicle's interior
- The many different materials used in those parts
- The number of companies contributing to parts creation
- Geographical variances in processes and material preferences
- Inconsistencies in colour measurement practices throughout approval processes

However, injection moulders can take the variance out of interior component development and maximize the likelihood of colour alignment by consolidating partners. As a solutions provider, Americhem offers vehicle part moulders ways to achieve more consistent, compelling results.

“Working with one or two knowledgeable, reliable partners instead of several can mean major savings related to additional trials and resubmission of parts to OEM review processes,” explains Brett Conway, group director, plastics for Americhem. “The less variables, the better, too—moulders should only work with partners that use the same technologies and standards throughout their global operations to ensure colour conformity regardless of where a vehicle part is manufactured.”

Some injection moulders are also investigating where colour might be altered in the part-making process. From masterbatch development to injection molding to final part installation, finding opportunities for error

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and identifying root cause is critical. To help injection moulders in this pursuit, Americhem offers resources on proper use and care for colour standards in the manufacturing process and refining colour acceptability testing methodology to align with industry best practices.

“The more moulders address internal and external factors influencing final colour results, the more profitable they will find their operations,” Conway said. “Americhem has extensive experience in this area, and we are well prepared to help companies find the color results they want every time.”

For more expert insight on maximizing in-vehicle colour harmony, visit Americhem’s at the upcoming 2016 Automotive Interiors Expo, being held 31 May–2 June in Hall 3, Stand A5132 or contact Scott Blanchard at sblanchard@americhem.com.

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In-vehicle color harmony can be difficult to achieve. Americhem has expertise in color science, polymer and additive performance, and process technology to help injection moulders simplify the process.

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Color harmony can be difficult to achieve, [@Americhem_Inc](https://twitter.com/Americhem_Inc) has the expertise to make it simple. Learn more: <http://bit.ly/21rSoDi>.

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 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.

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