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AMERICHEM LAUNCHES NEW CHINESE LANGUAGE WEBSITE WITH CUSTOMERS IN MIND

SUZHOU, CHINA (March 27, 2014) – [Americhem Inc.](http://www.americhem.com), a global provider of custom color and additive solutions for polymeric products, has launched a new Chinese language website with enhanced capabilities that include improved functionality, design and navigation for its users.

“We wanted to relaunch our website so we could upgrade the user experience,” said Scott Blanchard, senior corporate marketing specialist for Americhem. “We know our customers are busy, so developing a site with responsive design that optimizes content from any device—smartphone, tablet, laptop or desktop computer—was very important.”

In addition to a fresh new design that is compatible with the latest browsers, the revamped cn.americhem.asia has improved sitemap functionality, which changes the way users navigate the site. Through the site’s reorganization, users can more easily access information on specific products, applications or markets in just a few clicks, with the most recent news from the company being highlighted right on the home page. Not only can visitors learn about Americhem’s specialties in the various industries it serves, they can also use the contact form to easily subscribe to the company’s news by selecting their area of interest.

“Not only is our site now better prepared for what the digital future holds, but it is also a better representation of our company,” said Stanley Teoh, Americhem’s general manager for Asia Pacific.

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Now available in Chinese, #AmerichemInc launches new website with improved functionality, design and navigation for its users. Check it out for yourself: <http://bit.ly/Q9Eclk>

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#AmerichemInc’s new site optimized for performance with a refreshed look is now available in Chinese. See it now: <http://bit.ly/Q9Eclk>



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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 eight 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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