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AMERICHEM ELEVATES SCRATCH AND MAR PROTECTION FOR AUTO INTERIORS

CUYAHOGA FALLS, Ohio (June 16, 2015) – [Americhem Inc.](http://www.americhem.com), a global provider of custom color and additive solutions for polymeric products, has taken scratch and mar prevention to a new level with its line of scratch and mar resistant masterbatches. The company will feature these products at the upcoming Automotive Interiors Expo, June 16-18 in Stuttgart, Germany. On display at stand number A5512, the company’s advanced scratch and mar formula for filled and unfilled polypropylene meets and exceeds approved automotive specifications for superior protection.

“Not all scratch and mar prevention additives are created equally,” said Brett Conway, group director, plastics for Americhem. “Any company looking to boost the long-term performance and aesthetic appeal of its designs should stop by our Auto Interiors Expo booth to see the difference our additives can make.”

Americhem’s scratch and mar additives have been tested to the standards provided by major auto- makers and have been found to also provide mold release benefits. The company works closely with customers to customize scratch and mar technologies to suit the unique needs of original equipment manufacturers. Even for customers using resins that contain scratch and mar protection, Americhem’s color masterbatch with scratch and mar properties can provide a synergistic effect, offering the best scratch resistance available.

The company offers all major scratch resistance testing required by global OEMs. It maintains a 5-finger scratch test unit at its automotive headquarters, which is capable of controlled speed testing on interior components. Also available is a variable-force, variable-speed Erichsen scratch tester preferred by several OEMs. This unit performs cross-hatched scratch tests and is objective in nature, allowing for ΔL values that can be read by a spectrophotometer.

Americhem will also feature the following products and services at the Automotive Interiors Expo:

- Molded-in-color paint replacement parts
- Color and additive masterbatches for automotive applications
- Global Color Harmony capabilities

To learn more about Americhem’s products designed to enhance product performance, consistency and production efficiency, visit us at the Automotive Interiors Expo, stand A5512, June 16-18 in Germany or at www.americhem.com.

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 nine 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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