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**AMERICHEM INTRODUCES NEW mBRACE™ HYDROPHILIC SOFTENER FOR EUROPEAN MARKET**

**MANCHESTER, UNITED KINGDOM (15 OCTOBER, 2015)** – Americhem Europe Ltd., a global provider of colour and additive solutions for synthetic fibres, will introduce a new softening additive containing hydrophilic properties under the company’s mBrace™ product line at the upcoming ITMA 2015 tradeshow in Milan, Italy from 12-19 November, 2015. The product is a hydrophilic softening technology that can be used as a stand-alone masterbatch or can be combined with colour and other additives to provide a cost-effective, multi-attribute masterbatch.

“This new mBrace product was developed specifically with the European customer in mind,” remarked Michael Frisch, Americhem’s technical director, EMEA.

“It is fully REACH compliant and offers breakthrough hydrophilic properties that impart a softening effect on nonwovens products,” added Robert Laurent, product designer—films and nonwovens.

Americhem’s mBrace hydrophilic softener is customizable, allowing nonwovens producers to set their desired softness levels. It is ideal for any nonwoven application where softness and hydrophilicity are desired, including health and hygiene products, apparel, medical products, battings and backings, packaging and upholstery.

mBrace is part of Americhem’s larger nVision™ line of masterbatches for nonwovens, featuring higher dispersion quality, unmatched color control, lower pack pressure rise and the virtual elimination of die face buildup.

Visitors can stop by Americhem’s ITMA booth, located at Hall 8, Stand F105 at the Fiero Milano Rho to learn more about mBrace and additional nVision additives. For more information on the benefits of this new product, contact Michael Frisch at [mfrisch@americhem.com](mailto:mfrisch@americhem.com).

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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 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](http://Americhem.com) or call 800.228.3476.*

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