



..... FOR IMMEDIATE RELEASE .....

**CONTACTS**

Scott Blanchard  
Senior Marketing Specialist  
Americhem  
Phone: 330.929.4213 x1363  
SBlanchard@americhem.com

Patsie Dionise  
Account Director  
AKHIA  
Phone: 330.463.5650  
Patsie@akhia.com

**AMERICHEM TO OFFER ONE-DAY TURNAROUND ON COLOR MATCHES AT HBA EXPO**

**CUYAHOGA FALLS, Ohio** (June 2, 2011) – Americhem Inc., a global provider of custom color and additive solutions for polymeric packaging, will offer free 24-hour turnaround on color matches designed at the company’s booth at this year’s HBA Expo in New York City. Americhem will exhibit at booth #519 at the show, which runs June 28-30.

Visitors will have access to the latest version of the company’s web-based vDesign® color and property matching software. They are invited to bring in a color standard for a starting point on the design or take advantage of the other color tools within vDesign to create an entirely new color. When the visitor receives the color design the following day, it will be rendered in a plastic chip, approximately the size of a silver dollar. One side of the chip will have a high-gloss appearance while the other side will be matte, extending the possibilities for the designer.

“Our latest edition of vDesign offers a wide range of options to plastic packaging producers and brand owners,” said Rod Manfull, general manager for plastics at Americhem. “The software allows you to create not only color, but special effects, opacity, translucency or transparency as well. Designers can then view the color on a virtual package or import their own CAD package design, which can subsequently be placed in the context of a retail environment. This offers a powerful demonstration of the impact of color and effects from the lens of the consumer.”

This color matching service will be first come, first served with a limit of 25 designs per day during the Expo. Interested parties are encouraged to contact Scott Blanchard at [SBlanchard@americhem.com](mailto:SBlanchard@americhem.com) or 330.929.4213x1363 in advance of the show to make a reservation.

The company will also present its 2012-2013 consumer color trends on June 28, the first day of the show. Americhem’s color trends expert, Doreen Becker, will present the company’s color forecast in three afternoon sessions at the Jacob K. Javits Center. Americhem will also conduct its second annual Project 5<sup>th</sup> Avenue Student Packaging Design Contest finals at its HBA booth.

-more-



..... **FOR IMMEDIATE RELEASE** .....

*Americhem to Offer One-Day Turnaround on Color Matches at HBA Expo / Page 2*

For more information, visit [www.americhem.com](http://www.americhem.com) or call 800.228.3476.

**About Americhem**

*Americhem is a global organization that delivers custom color and additive solutions for clients 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 six manufacturing plants and also maintains representative sales offices in Monterrey, Mexico and Luxembourg. 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.*

###