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**AMERICHEM TEAMS UP WITH SALLY HERSHBERGER PROFESSIONAL HAIR CARE
ON NEW PRODUCT LINE**

CUYAHOGA FALLS, Ohio (March 31, 2010) – Americhem Inc., a global provider of color and additive solutions for the polymer industry, recently teamed with Sally Hershberger Professional Hair Care to provide bottle colorant for a product line launch, “Salon by Sally Hershberger,” promoted exclusively on the Home Shopping Network (HSN).

“Americhem was able to provide very timely solutions for our March product launch,” said Lauren Galletto, director of supply chain for Sally Hershberger. “I was very pleased with their proactive service and their ability to meet short deadlines in providing packaging color solutions.”

Galletto identified an Americhem color concentrate that was close to the sheer pink color the company sought for its 2010 Salon by Sally Hershberger Line launch. Americhem was able to quickly mold bottle samples and, within a week, had several different molded bottle submissions to choose from. Subsequently, Americhem provided similar quick turnaround on a white colorant used in several other products within the line.

“We needed a quick turnaround to meet the launch dates, especially since this was the first time that HSN would have some of our products that they are selling exclusively in the marketplace,” Galletto explained. “After some speedy match work by Americhem, we approved a color match on a Friday and Americhem had produced and shipped the colorant order by the following Wednesday.”

“I wouldn’t have faulted Americhem if they weren’t able to turn things around so quickly,” Galletto said. “But the fact that they did gives me confidence that their staff is willing to go the extra mile to help customers like Sally Hershberger launch new products quickly in order to help us grow our business.”

The Sally Hershberger Line is being launched in 2010 for the second consecutive year by HSN.

About Sally Hershberger Professional Hair Care

Sally Hershberger is one of the most influential and sought after hairstylists in Hollywood and New York, a personal favorite of directors and celebrities alike for her trendsetting vision and extraordinary skill that marks her individuality. Her Professional Hair Care offer high-end beauty solutions and include shampoos, conditioners, primers, stylers, and moisturizers.

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 polymer products. The company specializes in color and additive masterbatches all backed by complete technical support that ensures quality, reliability and value. Americhem operates six manufacturing plants and also maintains representative sales offices in Mexico City and Luxembourg. Corporate 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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