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AMERICHEM TO UNVEIL 2012-2013 CONSUMER COLOR TRENDS AT HBA EXPO 2011

Visit leading color concentrate supplier at booth # 1035

CUYAHOGA FALLS, Ohio March 22, 2011 – Continuing to offer innovative solutions for the health and beauty packaging industry, Americhem Inc., a global leader in the production of color concentrates for beauty packaging, will unveil its 2012-2013 Consumer Color Trends at the 2011 Health & Beauty Aids (HBA) Expo. Americhem will exhibit at booth #1035 during the show, which takes place June 28-30, at the Jacob K. Javits Convention Center in New York City.

At the show, Americhem's color trends expert and packaging market development manager, Doreen Becker, will present four color themes that will aid in the design of packaging and other consumer products. Becker has more than two decades of experience in color trending. She evaluates and researches colors, determines trend catalysts, and is involved in packaging and product design, from concept to commercialization.

"At Americhem, we've identified four consumer color palettes that will determine what products stand out on store shelves," said Becker. "These color stories are based on an assessment of industry trends, innovations, sales patterns and environmental factors and are indicative of what consumers will consider when selecting one product over another."

Customers and other interested parties can contact Scott Blanchard at sblanchard@americhem.com to reserve a seat for this exclusive presentation. Becker will give several lectures on the afternoon of Tuesday, June 28 from 1:00pm to 5:00pm.

The company will also host an awards ceremony to announce the winner of its Project 5th Avenue student packaging design contest. Scholarships will be awarded to the top three designs. Now in its second year, the contest motivates and inspires students and recent graduates to showcase their design skills, specifically for the beauty packaging industry. Students can contact Doreen Becker at dbecker@americhem.com for complete contest rules and information on submitting an entry. Brand owners and other HBA show visitors will have the opportunity to vote for their favorite designs prior to the awards announcement.



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For more information, visit www.americhem.com or call 888.659.9045.

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 or call 888.659.9045.

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