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AMERICHEM TO INTRODUCE LINE OF CUSTOM COLORANTS FOR NONWOVENS AT IDEA

CUYAHOGA FALLS, Ohio (April 7, 2010) – Americhem Inc., a global provider of custom color and additive solutions for nonwoven fibers and films, will be introducing its new range of custom color and additive masterbatches at IDEA 2010, being held at the Miami Beach Convention Center April 27-29. The company will exhibit at booth #1954.

This new product line features superior dispersion technology resulting in lower pack pressure rise, fewer spin breaks and pack changes and higher yields. Because Americhem masterbatches promote uniform dispersion throughout the fiber, they significantly reduce the presence of aggregates and agglomerates, increasing pack life and spinning efficiency. Americhem’s dispersion quality ensures unequaled fiber strength.

Larry Campbell, Americhem’s global technology director for nonwoven fiber products, highlighted another benefit of Americhem’s nonwoven masterbatches - reduction of die face buildup. “We’ve formulated our dispersions to virtually eliminate die face buildup,” Campbell explains. “This results in fewer fabric defects and higher yield for our customers.”

In addition to custom color, Americhem has enhanced its range of performance additives for the nonwoven sector. The company’s additive portfolio now includes nDuramax™ UV stabilizers, antimicrobials, flame retardants, antioxidants and tracers for nonwovens. The company designs custom color and additive packages in a single masterbatch, or these additives can be designed as stand-alone products.

The company’s advancements in product technology will be coupled with new in-house manufacturing simulation equipment in summer 2010. Americhem will install its new custom-made spunbonded nonwoven pilot line at its plant in Dalton, Ga. The new capability will allow for faster product development and testing, reducing the amount of new product development conducted on customers’ manufacturing equipment.

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“Americhem has long been regarded as a problem solver in the masterbatch industry,” said Campbell. “Our new capabilities in nonwovens will only enhance our ability to meet our customer’s toughest challenges.”

The company will display a variety of color options at its booth at IDEA, in addition to a range of end products containing its color and additive products. Americhem will also introduce its Color Inspirations 2011: Color Trends for Nonwovens at its booth. These future trends are based on Americhem’s experience across a broad range of consumer products industries and contain colors meant to inspire and increase product sales.

The IDEA exhibition and conference is held once every three years and is produced by INDA, the trade association representing the nonwoven fabric industry association since 1968.

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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