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**AMERICHEM INTRODUCES NEW COLOR AND ADDITIVE MASTERBATCH TECHNOLOGIES AT HBA 2011**

**CUYAHOGA FALLS, Ohio** (July 21, 2011) – Americhem Inc., a global provider of custom color and additive solutions for polymeric packaging introduced several new masterbatch technologies at the HBA Expo 2011, held June 28-30 at the Jacob K. Javits Center in New York City.

Americhem introduced its photochromatic masterbatches, which enable packages to change colors when exposed to ultraviolet (UV) light. The masterbatches can either be used on portions of a package or on the entire package. Americhem representatives demonstrated this eye-catching technology at the company’s booth during the HBA Expo. The photochromatic masterbatches are available in a wide variety of colors and can be used in molded and extruded film applications.

“Americhem’s new packaging technologies have both the manufacturer and end user in mind,” said Rod Manfull, Americhem’s general manager for plastics. “With our packaging and color trends expertise we are able to determine the latest packaging trends and produce solutions that exceed consumer needs and help manufacturers stay ahead of the competition.”

Americhem also unveiled its colored soft-touch technology at the trade show, which can be used on a portion of a package made of plastic or any other material to give the user a firm grip. This technology can be especially helpful for applications where the package will be exposed to moisture, such as shampoo bottles. The technology can also be used over an entire package to produce an unexpected texture and a unique sensation for consumers in the retail environment. The custom color options for this technology are unlimited.

At the show, Americhem also presented its Consumer Color Trends for 2012-2013. Show visitors voted on the three finalists in the company’s Project 5<sup>th</sup> Avenue Student Packaging Design Contest and an awards reception took place at the booth to announce the winners.

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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.*

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