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**NYIT SENIOR DESIGN STUDENT WINS AMERICHEM PROJECT 5<sup>TH</sup> AVENUE DESIGN CONTEST**  
*Student design contest inspires innovative beauty packaging concepts*

**CUYAHOGA FALLS, Ohio** (July 14, 2011) – A senior design student from the New York Institute of Technology (NYIT) has won the 2011 Project 5<sup>th</sup> Avenue student packaging design contest organized by Americhem, Inc., a global leader in the production of color concentrates for beauty packaging. Vitaly Skiba received a \$1,000 scholarship for his rendering of Pachy, a hand soap dispenser and toothbrush holder in the shape of an elephant that has the potential for adoption among young children.

Skiba designed the packaging as a fun alternative to regular hand soap dispensers with the trunk serving as the dispenser nozzle and extended hollowed-out arms serving as toothbrush holders. According to Skiba, the goal was to make a soap dispenser and toothbrush holder that will give young children more incentive to wash their hands and brush their teeth.

“At Americhem, we recognize the need for new and fresh ideas for the beauty packaging industry,” said Doreen Becker, Americhem’s color trends expert and packaging market development manager. “We look to design schools and students to offer solutions, and we are pleased with the quality and scope of projects we received. Project 5<sup>th</sup> Avenue not only exposes students to global brand owners but is also a great educational experience.”

Americhem received 57 entries from more than ten design schools across the country. A panel of three judges, made up of industry experts, reviewed all submissions and visitors to Americhem’s booth at the 2011 Health and Beauty Aids (HBA) Global Expo in New York City voted for their top designs. The panel of judges included Michelle Green, art professor at the New School University, Erica Duke from Estee Lauder who was also the winner of last year’s inaugural contest, and Doreen Becker. Entries were judged based on their relevance to the beauty packaging industry, innovation, aesthetics and sustainability.

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Mary Ann Koo and Christina Xu, both from the Rhode Island School of Design (RISD), came in second, receiving a \$500 scholarship award for their hygienic cosmetics concepts. Hee Seung Lim of the Art Center College of Design in California won the third place award of \$250 for his men's expert packaging line that communicates a distinguished, sleek and masculine image at the point of purchase.

The Project 5<sup>th</sup> Avenue design contest is open to students, recent graduates and design classes.

For more information about Americhem, 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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