



..... **FOR IMMEDIATE RELEASE**

CONTACTS

Scott Blanchard
Senior Marketing Specialist
Americhem
Phone: 330.929.4213 x1363
SBlanchard@americhem.com

Kelly McGrath
Senior Account Executive
AKHIA
Phone: 330.463.5650
kelly.mcgrath@akhia.com

AMERICHEM LAUNCHES EDUCATIONAL PROGRAM

Americhem U explores trends and opportunities in lunch and learn sessions

CUYAHOGA FALLS, Ohio (August 2, 2011) – Americhem, Inc., a global leader in the production of color and additive concentrates for synthetic fibers, will launch Americhem U, a free, ongoing educational series. Americhem U sessions will feature a catered lunch and subject matter experts who will focus on trends and opportunities within industries that Americhem serves.

The first Americhem U session kicks off Sept. 8, 2011, from noon to 2 p.m. at the Northwest Georgia Trade and Convention Center in Dalton, Ga. The topic is Americhem’s 2012-2013 consumer color trends presented by Doreen Becker, color trends expert and packaging development manager for Americhem. Becker has more than two decades of color trending experience in the plastics and coatings industries. She is involved in product and packaging design, from concept to commercialization, and partners with industry organizations and other experts to predict colors that are indicative of future trends.

“Americhem U is an opportunity for our customers to come together to discuss topics relevant to their bottom lines,” said Scott Blanchard, senior marketing specialist for Americhem. “It’s a fun way to learn from industry experts and share the latest trends and information. We’re excited about the value this program will bring to our attendees.”

At the September session, attendees will learn about Americhem’s four consumer color families for 2012-2013, which are inspired by geographical, environmental and cultural factors. Each trend is reflective of consumers’ buying behavior and will be explored in detail to show how the forecasts aid in the design of best-selling consumer products. Attendees will also have the opportunity to engage with Becker in order to utilize the trends presented in their products.

(more)



..... **FOR IMMEDIATE RELEASE**

Americhem Launches Educational Program for Carpet and Fibers Industry page 2

All participants will receive a color trends book containing in-depth descriptions and injection molded chips representing each color. Contact Susan Ellis at Americhem Dalton at 706.279.3465 or sellis@americhem.com to make a reservation today.

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 800.228.3476.

#