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AMERICHEM EXPERT TO PRESENT AT DECORATIVE AUTOMOTIVE PLASTICS 2011 CONFERENCE

CUYAHOGA FALLS, Ohio (Nov. 21, 2011) – Americhem Inc., a global provider of custom color and additive masterbatches, will provide an expert view on masterbatches for automotive trim during the inaugural Crain conference Decorative Automotive Plastics 2011 from November 30 – December 1, at the NH Frankfurt City Hotel in Frankfurt, Germany.

Martin von Wolfersdorff, Americhem’s sales & marketing director EMEA, will present on color harmony and material property enhancements with masterbatch. He will give recommendations for ensuring color consistency and also show case innovation themes like piano black mould-in-color, second generation scratch additives, light-weighting with chemical blowing agents, nGrain® woodgrain effects and natural fiber fillers.

“The current globalization of OEM programs and individualization in trim colors make color-at-press an attractive and cost-efficient solution,” says Martin von Wolfersdorff. “Ensuring color harmony across parts, programs, resins and regions is a challenge, but it can be accomplished through the company’s specialized experience with automotive partners, specification at OEM or tier 1 level, correct use of standards and supporting software tools like vDesign®.”

The Decorative Automotive Plastics conference, expected to attract 80 participants, brings together key industry leaders, designers and material engineers from the entire automotive supply chain for decorative automotive plastics, who will discuss automotive strategy, opportunities, design, manufacturing processes and products.

For more information about the conference or to learn about Americhem masterbatch for automotive trim, visit <http://www.americhem.com/ngrain> or email Scott Blanchard at sblanchard@americhem.com.

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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.

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