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**AMERICHEM PRODUCTS SELECTED FOR DISPLAY IN NEW YORK CITY**  
*Material ConneXion features photochromatic technology*

**CUYAHOGA FALLS, Ohio** (August 4, 2011) – Americhem, Inc., a global provider of custom color and additive solutions for polymeric products, was selected to have two of its products displayed at New York-based global materials consultancy Material ConneXion.

The display showcases Americhem’s photochromatic technology in its “blushing bottle.” The bottle is designed to change colors or “blush” when exposed to UV light. A Boston round bottle, chosen for the display, changes colors in direct sunlight via a thin, outer layer made of thermoplastic elastomer (TPE) that incorporates a UV-sensitive pigment.

“Our photochromatic technology has a variety of product applications that further help our customers differentiate their products from the competition,” said Rod Manfull, general manager for plastics at Americhem. “The fact that our technology is worthy of inclusion is valuable. We’re pleased to be recognized for our efforts toward creating truly differentiated products.”

Material ConneXion is a global platform for material solutions and innovations. Founded in 1997, it strives to advise companies seeking a creative, competitive or sustainable edge through strategic material selection. Americhem’s technology enables customers to customize the colors each bottle transitions to when in contact with UV exposure.

Americhem’s display at Material ConneXion also features plaques of natural flax fiber used as a filler in clear polypropylene (PP). The use of sustainable products, such as flax, creates a unique aesthetic look that appeals to consumers who are demanding more sustainable packaging options.

For more information, contact Scott Blanchard at [sblanchard@americhem.com](mailto: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](http://Americhem.com) or call 800.228.3476.*

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