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**AMERICHEM INSTALLS SYNTHETIC TURF PILOT LINE**

**CUYAHOGA FALLS, Ohio** (Nov. 1, 2011) – Americhem, a global provider of custom color and additive solutions for synthetic fibers has recently added a synthetic turf filament pilot line to its product development laboratories in Dalton, Georgia. The line will allow for streamlined color and additive product development for customers in the synthetic turf industry.

“This new equipment will enable Americhem to speed color and additive product development for our customers,” said Larry Campbell, global technology director for nonwovens and synthetic turf at Americhem. “It allows us to optimize products while minimizing the amount of time and money required for trials on our customers’ equipment.”

The new line is modular, which allows for the production of a variety of turf filaments. Thus, the line can be set up to replicate numerous customer manufacturing processes

This lab-scale capacity will speed color matching and benefit customers by confirming color checks for quality purposes. From a research standpoint, it will allow for expanded raw material testing including color palettes, stabilizers and additives. It will also allow for spin process studies, new formula developments and in-house customer trials.

Americhem’s Dalton plant also features a Color Design Center, where product designers and manufacturers can view hundreds of card-wrapped colors under different lighting conditions to generate ideas for new products. Visitors can take advantage of Americhem’s “Match While You Wait” service, allowing for a variety of color matches in a one-day visit. Americhem product design scientists produce masterbatch and synthetic turf filament, all in the same day.

“By adding synthetic turf filament spinning capacity to our design center, we are very unique among masterbatch manufacturers,” continued Mr. Campbell. “Not only are our color and polymer scientists leading experts in the industry, but our customer simulation capabilities benefit our customers in many



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ways. We are able to replicate our customers' processes and help them get differentiated products to market faster and more cost-effectively."

**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 a representative sales office in Luxembourg and Monterrey, Mexico. 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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