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**AMERICHEM IS LEAD SPONSOR FOR PRINCIPIA PARTNERS' WOOD-PLASTIC,
NATURAL FIBER COMPOSITES CONFERENCE THIS YEAR**

Company to discuss driving product innovation in an evolving market at conference

CUYAHOGA FALLS, Ohio (Oct. 5, 2009) – For the fourth consecutive year, Americhem, a global provider of custom color and additive solutions for polymeric building products, will serve as full program sponsor for the Principia Partners' Wood-Plastic and Natural Fiber Composites 2009 Conference.

This year's conference will be held October 26-27 at the Marriott Baltimore Waterfront Hotel in Baltimore, Md. Attended by executives from leading composite manufacturers, suppliers and other industry professionals, the conference will focus on product innovation.

Americhem's Director of Research & Development, Thomas R. Maier, Ph.D., will present a paper entitled "Driving Product Innovation in an Evolving Market" at 11:30 a.m., Oct. 26.

The paper will feature Americhem innovations that support the industry, including advancements in co-extrusion, cellular PVC, color effects and next generation foaming technologies. As part of his presentation, Maier will demonstrate vDesign®, Americhem's new Web-based color and property matching software.

"With vDesign®, our customers have worldwide resources at their fingertips," Maier said. "By uploading color and property requirements to the system from any location, customers can access a range of masterbatch formulations that meet their requirements. Access to this comprehensive data accelerates color and property engineering and reduces design time. This leads faster development of new products."

The company will also display other product innovations at its conference booth. Products featuring Americhem's nGrain™ simulated woodgrain effects and nCore™ optimized chemical blowing agents will be prominently featured. Americhem will have on hand products that are designed for use in a wide variety of end-product applications, including: decking, fencing, siding, roofing, railing and spa cladding.

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“This conference has become the premier industry event for the composite industry,” said Chris Piazza, general manager for Americhem’s Extrusion Business Group. “Our commitment to the building products industry and the composite segment dates back to the very beginning. We’re known as trusted problem-solvers because we continually work to enhance our understanding of the tough issues manufacturers face. This conference gives our company the important feedback needed to fuel product innovation.”

In addition to Maier and Piazza, other key personnel from Americhem’s executive, technical and building products leadership group will be in attendance to answer questions, discuss market trends and other innovations affecting the composites industry.

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 Mexico City 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.

Editor’s Note: Interviews with presenters, company executives, etc. can be setup by contacting Scott Blanchard at 330.929.3125 ext. 1363 or emailing sblanchard@americhem.com.