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**CONTACTS**

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

Ralph J. Davila  
Director of Public Relations  
Keathley Advertising  
Phone: 330.253.1004  
Ralph@keathleyad.com

**AMERICHEM DEVELOPS NEW PCR RENEWAL ADDITIVE FOR INDUSTRY**

**CUYAHOGA FALLS, Ohio** (November 20, 2009) – Americhem Inc., a global provider of custom color and additive solutions for polymeric products, has introduced a post consumer recyclate (PCR) renewal additive that adds clarity and eliminates yellow discoloration normally associated with recycled resin.

The product can be dosed at low levels, typically between 0.1 and 0.5 percent, to control the color variation common in clear bottles made with any percentage of PCR. Unlike similar products, this additive increases the end product's L value in the LaB color measurement system and maintains end-product clarity without darkening.

"Many brand owners have undertaken green initiatives that mandate at least 10 percent recycled content in their clear plastic bottle applications," said Chris Miller, R&D technology manager for Americhem's Molding Business Group. "Based on testing we have completed with this product, bottle converters could use up to 50 to 75 percent PCR and still achieve results that are visually close to bottles made from virgin PET resin. In fact, even with 100 percent PCR, Americhem's additive still offers decreased yellowing compared to PCR without the additive."

The product is available in versions suitable for FDA-approved applications, as well as non- FDA-compliant versions. It allows users to maximize their PCR usage and will have no affect on the recycling stream.

To download this PCR technical data sheet and a variety of other Americhem product information, visit the company's Web site at [www.americhem.com/downloads](http://www.americhem.com/downloads).

**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 the polymer products. The company specializes in color and additive masterbatches 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. Corporate 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.