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**AMERICHEM COLOR TREND EXPERT TO PRESENT AT ANTEC™ 2010**

**CUYAHOGA FALLS, Ohio** (APRIL 26, 2010) – Americhem Inc., a global provider of custom color and additive solutions for polymer-based products will present, “Color Trends for Consumer Packaging” at the Society of Plastics Engineers’ ANTEC™ 2010 conference to be held May 16-20 at the Orlando World Center Marriot Resort & Convention Center.

Doreen Becker, Americhem’s Packaging Market Development Manager and color trends expert will be giving the presentation Monday, May 17<sup>th</sup>, at 1:30p.m. With over two decades of experience in color trending, Becker evaluates and researches colors, determines trend catalysts, and provides Americhem customers with guidance on picking colors that are indicative of future trends.

“In the packaging realm, we’ve identified four color stories that should be very influential to consumers for 2011 and beyond,” said Becker. “The information Americhem will present in this session should give attendees insight about the colors, textures and themes that can help guide product design.”

Becker monitors industry trends through her active participation in many color, design and plastics industry organizations including the Industrial Design Society of America, Color Marketing Group, Society of Plastics Engineers, and the Creative Design Professionals. She will be available throughout the conference to answer questions and provide additional information.

ANTEC™ 2010 is billed as the largest conference specifically dedicated to the plastics industry that will be held in 2010.

**About Americhem**

Americhem is a global organization that delivers custom color and additive solutions for customers seeking superior performance and batch-to-batch consistency for 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.

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