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**AMERICHEM APPOINTS NEW EUROPEAN FIBRES TECHNOLOGY MANAGER**

CUYAHOGA FALLS, Ohio (March 18, 2009) – Americhem Inc., a global provider of custom color and additive solutions for fibres and polymer-based products, recently added Michael Frisch as Americhem’s new European fibres technology manager.

Frisch comes from Trevira to Americhem with an extensive background in customer service, fibre production and R&D. His previous concentration includes yarn developments, with a special focus on solution-dyed yarns and masterbatch processing.

“We’re delighted to have Michael join the Americhem team. His extensive background in the fibres industry is a great asset and he will be instrumental in providing technical service to our European fibre customers. It shows our long term commitment to the fibre industry,” said Herman Janssen, commercial director for Europe, Middle East and Africa.

In this position, Frisch will act as a liaison between Americhem Europe and its customers, lab, sales department and markets. He will be the official technical face of the company within the fibres market segment.

“Michael is a natural fit for our initiative,” said Craig MacDougall, UK general manager. “We look forward to his contributions as we continue to evolve and expand our international operations. His aptitude and leadership will be a great addition to the team.”

**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 and synthetic fibres 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 888.659.9045.