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AMERICHEM TECHNOLOGY FUELS INNOVATIVE NEW ROOFING PRODUCT BY ARMORLITE™

CUYAHOGA FALLS, Ohio, Oct. 1, 2007 – Americhem, a global supplier of color and additive solutions for polymer-based products, has recently been involved in the development of products for ArmorLite™ Roofing Technology, LLC. The product line features extremely lightweight, yet durable, eco-friendly roofing materials.

“We’ve been working with ArmorLite since product conception,” explains Laura Prexta, Ph.D., Americhem’s Technology Manager for Building Products. “They wanted a product with exceptional weatherability. It also needed to meet cool roofing standards to offer increased energy efficiency. And, of course, it needed to look natural.”

The new line consists of Nu-Slate and Nu-Shake, which mimic the appearance of cedar wood shakes and quarry slate. These offerings are eight times lighter than traditional roofing materials. They’re also durable, safer, and more environmentally friendly.

Americhem worked with ArmorLite to determine the most suitable color palette to create a natural looking product. Americhem incorporated their simulated wood grain technology into a custom formulation that mimics the shade look of natural products like wood or stone.

“Through considerable research and development, Americhem gave us natural wood grain and color designs not found in other roofing products,” says Frank Lane, President of ArmorLite. “No other color house can match their creative technology.”

Prexta describes Americhem’s cool dark color technology. “The colorants used not only create a realistic looking product, but they also reduce heat build up. This keeps a roof cooler and increases energy efficiency, while also enhancing the strength and integrity of the product’s substructure. The result is an extremely lightweight and durable product that saves consumers money on maintenance and energy bills.”


Americhem’s development of both cool dark colors and simulated wood grains are just two examples of product technologies created in response to consumer demand. As energy efficiency has become increasingly important to consumers, Americhem is ready and willing to assist companies looking for these attributes.

“Thanks to Americhem, all of ArmorLite’s Roofing materials are Cool Roof Compliant at the highest level of heat reflectivity, which saves the homeowner thousands of dollars in otherwise wasted cooling energy,” Lane continues. “The team at Americhem has helped create the most eco-friendly roofing materials by taking a real interest in making a difference for our company and the environment.”

“We are excited to be a part of the creation of such an innovative product,” Prexta says. “Americhem has always been committed to advancing the building products industry. We pride ourselves on having the technology and the ability to solve the toughest client problems.”

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 eight manufacturing plants and also maintains representative sales offices in Shanghai, Seoul, Mexico City and Luxembourg. Corporate research & development facilities and headquarters are located in Cuyahoga Falls, Ohio. For more information visit Americhem.com or call 800.228.3476.

ABOUT ARMORLITE™ ROOFING TECHNOLOGY, LLC

ArmorLite is a manufacturer of alternative roofing materials created from advanced engineered polymer materials. The company's proprietary technology solves two critical issues that have confronted the roofing industry for decades: weight and environmental issues. ArmorLite overcomes many of the limitations of traditional building materials, providing a lightweight, environmentally friendly roofing material with unmatched durability. To learn more about ArmorLite, visit ArmorLiteRoofing.com.