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AMERICHEM'S CUSTOM COLOR PACKAGING SOLUTIONS GIVE CLIENTS NEW WAYS TO GRAB CONSUMER'S ATTENTION

CUYAHOGA FALLS, Ohio, Aug. 27, 2007– More and more companies are looking for new ways to make their products grab the attention of consumers. For many, the answer has come in the form of developing packaging with attention-grabbing colors and special effects.

These eye-catching products are regularly popping up on retailers' shelves as companies seek to breathe life into established brands and introduce new products. But this trend is nothing new for the folks at Americhem, according to Chris Miller, Lead Scientist of Americhem's Packaging Research & Development Group.

"Americhem has been offering our clients custom color solutions for polymer-based packaging for nearly 50 years," said Miller. "Now more than ever, our clients are seeking a wide array of colors with special effects designed to capture attention. Our pursuit of cutting edge technology combined with our experience serving a range of industries allows us to offer cost effective solutions."

Americhem specializes in offering products for every resin, process and end use required by its clients, including leaders in the food and beverages, pharmaceuticals, health and beauty products, household cleaners and detergents, and automotive fluids industries. Working with a diverse client base allows the company to design color and performance additive masterbatches for every polymer used to create plastic packaging today. Special effects like metallic, pearl, frosted and fluorescent finishes are available across all product lines.

Special effects finishes possess characteristics – intense color depth, luster, and reflection – that create interest because they stand out on the shelf. More and more, manufacturers are taking their packaging into new territory with the knowledge that many consumers are driven to purchase based on the look of a product alone. When a product jumps off the shelf, even when situated amongst a sea of competitor offerings, the manufacturer has won a huge part of the battle in securing that buyer's loyalty.

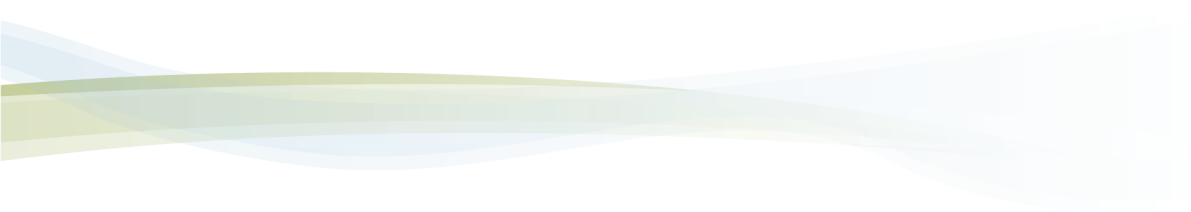
"Our continued investment in technology allows our people to deliver quality color solutions," said Jim Wolfe, Technical Manager of Americhem's Packaging Group. "This means that our clients can rely on our ability to be a problem-solver. No matter how complex or specialized the requirements, our experts consistently hit the mark."

A visit to Americhem's Packaging Design Center proves that seeing is believing. Clients who visit the design center see colors in action when they visit a room that contains thousands of bottles across the color spectrum. The color possibilities are infinite, so clients can have color match samples made while they wait.

"Our Match While You Wait service is a great way for our clients to get their products to market faster," said Wolfe. "A visit to our facility eliminates the back-and-forth typically involved in selecting the right custom color for the job."

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 888.659.9045.