americhem®

FOR IMMEDIATE RELEASE

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

AMERICHEM TO ANNOUNCE 2012-2013 BEAUTY COLOR TRENDS

CUYAHOGA FALLS, Ohio (September 8, 2010) – Americhem Inc., a global provider of custom color and additive solutions for polymeric products, will unveil its 2012-2013 color trends for beauty packaging during this year's HBA Global Expo, September 28th-30th in New York City.

Brand owners, packaging designers and manufacturers will get a glimpse of future colors that will shape consumer choice in the beauty products industry. Trend forecasts are based on couture colors as well as collaboration between Americhem and a major color trend developer in Paris.

Doreen Becker, Americhem's packaging market development manager, will introduce the colors on Tuesday, September 28th at 2:30p.m. at the HBA Presentation Theater, located at Jacob K. Javits Convention Center.

"The colors we've identified will have a great influence on future products in the beauty packaging industry," said Becker, whose background includes over two decades in forecasting color trends across numerous industries. "The global catalysts for these trends recognize lifestyle influences, as well as developments in culture, technology and demographics. The information we present is designed to assist brand companies and designers in making informed color decisions that will drive future consumer preference."

Visitors can learn more about the research and influences for the forecast at Americhem's booth, #1338. Product displays will highlight the beauty color trends, consumer packaging colors, and styles to help guide design decisions in product segments such as cosmetics, hair care and skin care.

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 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 or call 888.659.9045.