



..... **FOR IMMEDIATE RELEASE**

CONTACTS

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

Patsie Dionise
Account Manager
AKHIA
Phone: 330.463.5650
Patsie@akhia.com

**AMERICHEM EXPERTS TO SPEAK ON COLOR AND PLASTICS
TECHNOLOGY TRENDS AT ANTEC® 2011**

CUYAHOGA FALLS, Ohio (March 10, 2011) – Americhem Inc., a global provider of custom color and additive solutions for polymer-based products, will provide expert commentary at the Society of Plastics Engineers' ANTEC® 2011 Conference taking place May 1-5, in Boston, Mass. Color trends expert and packaging market development manager, Doreen Becker, will present the company's 2012-2013 Beauty Color Trends on Monday, May 2 at 8 a.m. Vaman G. Kulkarni, Ph.D., research and development fellow at Americhem, will moderate a panel discussion about "Advances in Antimicrobial Technologies for Plastics" on Wednesday, May 4.

Becker will present four seasonal color themes that will shape the fashion and beauty industries in the future. These themes, according to Becker, explore culture and lifestyle trends that can be tailored for beauty products and packaging.

"With seven decades of color experience, Americhem is uniquely qualified to identify and forecast these color trends," Becker said. "These color themes will not only inspire brand owners and packaging designers, but will also help them to better target specific consumer types for the next two to three years."

Becker has more than two decades of experience in color trending and forecasting. She evaluates and researches colors, determines trend catalysts, and offers insights on colors that are indicative of future trends. Becker is actively involved in industry associations, such as the Society of Plastics Engineers, the Industrial Design Society of America, the Color Marketing Group, and the Creative Design Professionals.

Dr. Kulkarni, who is also an honored service member of the Society of Plastics Engineers, will help moderate the new technology forum on advances in antimicrobial technologies for plastics. The forum will explore the latest developments, test protocols, and current successes with these materials used in the plastics industry.

-more-



..... **FOR IMMEDIATE RELEASE**

Americhem Experts to Speak at ANTEC® / Page 2

Dr. Kulkarni is the author of numerous journal articles on various functional additives, including antimicrobials, for synthetic fibers and plastics. He has worked as a scientist for Americhem in a wide array of specialties since 1986. He earned his Ph.D. in chemistry from the University of Akron.

For more information, visit www.americhem.com or call 800.228.3476.

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 six manufacturing plants and also maintains representative sales offices in Monterrey, Mexico and Luxembourg. Central Research & Development facilities and headquarters are located in Cuyahoga Falls, Ohio. For more information visit Americhem.com or call 800.228.3476.

###