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AMERICHEM INTRODUCES 2012-2013 INSPIRATIONS CONSUMER COLOR TRENDS

Geographical factors influence consumer color preferences

CUYAHOGA FALLS, Ohio (July 12, 2011) – In line with its tradition of forecasting consumer color preferences that impact manufacturers' bottom lines, Americhem Inc., a global leader in the production of color concentrates for beauty packaging and other polymer-based products, has unveiled its 2012-2013 Inspirations Consumer Color Trends.

Following years of research and trend monitoring, Doreen Becker, color trends expert and Americhem's packaging market development manager, formally introduced the company's latest color trends at the 2011 Health and Beauty Aids (HBA) Expo in New York City, NY. The four color families are inspired by geographical, environmental and cultural factors, which are reflective of consumers' buying behavior.

"By assessing environmental trends and consumer patterns, we are able to determine the color trends that we expect will have the greatest impact on consumers in the near future," Becker said. "The great thing about these color trends is that they cut across a variety of industries. Manufacturers will have to incorporate them into their product designs to remain on the cutting edge and grab their customers' attention."

The four color families are:

The Eastern Bliss color story is influenced by the Asia Pacific region and Turkey and reflects spice, exotic fruit and vegetable, temple and ritual colors that showcase a blend of technology and culture.

The Northern Escape color story has its influences from Northern Europe, Canada and Alaska, and features earth colors, including those that absorb and reflect their surroundings—the balance of human and natural resources.

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Americhem Introduces 2012-2013 Inspirations Consumer Color Trends / Page 2

The Western Luxe color story is influenced by regions such as the United States, the United Kingdom and Western Europe. This color scheme tells a somber story yet portrays luxury and elegance and the need for security, health and wellness.

The Southern Resaturation color story is influenced by colors from the Southern hemisphere, including South America, Africa and Australia. Colors in this scheme are vibrant, optimistic and fun and indicative of the sea and tropics, with a mix of colors that work well together.

Becker has more than two decades of color trending experience in the plastics and coatings industries. She is involved in packaging and product design, from concept to commercialization, and partners with Americhem customers to predict colors that are indicative of future trends.

Americhem customers and other interested stakeholders can schedule a color trends presentation to explore in detail the color forecasts that will impact their markets. The company has also produced a color trends book containing in-depth descriptions and injection molded chips representing each color. Contact Scott Blanchard at sblanchard@americhem.com to schedule a presentation.

For more information about Americhem, 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.

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