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AMERICHEM EXPERT TO PRESENT AT WOOD-PLASTIC COMPOSITES 2011 CONFERENCE

CUYAHOGA FALLS, Ohio (Oct. 25, 2011) – Americhem Inc., a global provider of custom color and additive solutions for building products and other polymer-based products, will provide an expert view of simulated woodgrain technology during the eighth edition of the Applied Market Information (AMI) Wood-Plastic Composites 2011 conference from November 8-10, at the Austria Trend Savoyen Hotel in Vienna, Austria.

Chris Piazza, Americhem’s extrusion business manager, will present the latest material developments in simulated woodgrain. He will discuss the processes for the creation of woodgrain and the wide range of aesthetic variations each technique produces.

“Simulated woodgrain technology has been available for nearly two decades, but it has recently gained momentum because of the wide range of design formulations it offers customers,” Piazza said. “True-to-life woodgrain effects and durability have played a role in the market’s continuous growth. The visual effects achieved with simulated woodgrain can’t be surpassed.”

The conference, expected to attract more than 230 participants from 30 countries, brings together key industry leaders, including retailers, profile makers, technology providers and more. The conference will draw on the experience of key global players for a progressive discussion about the technological advancements the industry will face as well as identify new opportunities to explore or expand business endeavors.

For more information about the conference or to learn about nGrain® by Americhem, visit <http://www.americhem.com/ngrain> or email Scott Blanchard at sblanchard@americhem.com.

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](http://www.Americhem.com) or call 800.228.3476.

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