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**AMERICHEM ADDS TECHNICAL SERVICE FOR EUROPEAN CUSTOMERS**

**CUYAHOGA FALLS, Ohio** (Aug. 9, 2011) – Americhem Inc., a global provider of custom color and additive solutions for synthetic fibers, has added technical service capabilities in Europe to better serve its customers. Michael Frisch, technical service manager EMEA, will head the company’s technical support services in the region.

Frisch formerly worked at the company’s plant in Manchester, United Kingdom, but is now based in Augsburg, Germany, near Munich for proximity to the company’s European customers.

”Michael’s move will be beneficial to many of our customers located in continental Europe,” said Martin von Wolfersdorff, sales and marketing director EMEA. “We see increasing technical enquiries from fibers, nonwovens and synthetic turf customers on the European mainland. Michael will act as a liaison between these customers and our labs and manufacturing facility in Manchester.”

Frisch has an extensive background in customer service, fiber production and research and development (R&D). His previous experience includes yarn developments, with a special focus on solution-dyed yarns and masterbatch processing.

For more information, visit [www.americhem.com](http://www.americhem.com) or call + 44.161.789.7832.

**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://Americhem.com) or call 800.228.3476.*

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