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AMERICHEM LAUNCHES ITS 2012-2013 BEAUTY COLOR TRENDS

Fashion inspires health and beauty packaging design

CUYAHOGA FALLS, Ohio (December 14, 2010) – Americhem, Inc., a global provider of custom color and additive solutions for polymer-based products, has launched its 2012-2013 beauty color trends, which reflect an exploration of global cultural influences, demographic trends and fashion-forward color predictions.

“Americhem’s beauty color trends go beyond packaging by examining influences that appeal to high-end consumers,” explains Doreen Becker, Americhem’s packaging market development manager. “Our collaboration with a well-known Parisian fashion design company, combined with Americhem’s color expertise in our global markets, ensure a one-of-a-kind forecast that keeps our customers on the cutting edge.”

These trends are divided into four seasonal themes. They reflect Americhem’s presence in a number of consumer markets, but lean heavily on couture colors that are shaping fashion runways worldwide. They explore culture, lifestyle, demographic and experiential trends. The colors also reflect multi-sensory influence and explore textures, scents, tastes, and auditory cues as well as visual.

The four color families include:

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Delicate Memories – A very luxurious form of simplicity that spotlights fine crafts and details, transporting the senses into a world where lightness and contemplation reign.

Kaleidoscope – The feats of science fiction and augmented reality open up new orbital and abyssal refuges.

World ID – The energy of a new global form highlights localism and the heritage of cultural identities.

Nordic Kingdoms – A new raw and powerful nature that invests into urban gardens and architecture, reclaiming the tenuous relationship between humans, nature and other animals.

Americhem has produced a three-dimensional book including in-depth descriptions of these four color families. The book also includes plastic color chips representing each of the forecast colors in both gloss and matte finishes. Americhem customers and other interested parties can schedule a color trends presentation where additional textures, fabrics, objects and supplementary themes are explored.

“Although the colors selected are uniquely representative of the direction of color in the beauty industry, they are also inspirational and can be interpreted and tailored for other products and industries,” says Becker. “With Americhem’s seven decades of color knowledge and practice, we are uniquely qualified to help interpret the influence of these colors on our customers’ products.

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Launched at this year's HBA Expo in September, the beauty color trends are designed to give brand companies and packaging producers a "sneak peek" into the influences that will shape consumer preference in the next two to three years. To learn more about Americhem's 2012-2013 beauty color trends, contact sblanchard@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 a representative sales office in 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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