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AMERICHEM UNVEILS COLOR TRENDS “COLOR OF THE MONTH”

CUYAHOGA FALLS, Ohio (Jan. 5, 2010) – Americhem Inc., a global provider of custom color and additive solutions for polymeric products, has unveiled its color trends for the Health & Beauty packaging industry for 2010 and 2011.

The company first released its color trends at the 2009 HBA Expo in New York City. Americhem is now inviting packaging professionals, brand companies and packaging designers to opt-in to receive physical samples of the color trends as a tool to promote new product development.

This series of 48 colors was determined by customer demand across a number of industries that Americhem serves. The color trends are available as a set of silver-dollar sized discs. These discs feature an accurate representation of Americhem color concentrates in an injection molded disc, including a gloss finish on one side and a matte finish on the other.

“Particularly in the health, beauty and personal care industries, designers need visual tools to help them identify the popular colors consumers are demanding,” said Rod Manfull, Americhem’s general manager for its molding business unit. “Custom colors and effects are the lifeblood of our business and we recognize that these trends help give designers a starting point for their new product packaging.”

Due to the positive feedback received, Americhem has introduced a theme-based monthly set of color trends focused on a single color. In November 2009, Americhem featured a range of 12 different shades of orange representing the fall color spectrum. These trends feature different shades, opacity levels and special effects to give designers ideas for their next new products, as well as differentiating existing offerings.

Visitors to Americhem’s color trends landing page (www.americhem.com/colortrends) are able to register to receive the monthly trends in addition to the complete set of 2010-2011 trend colors.

Customers in the packaging industry can also take advantage of Americhem’s other color and design tools, such as the company’s Color Selector Guide, a set of 130 standard color offerings available for olefins and PET.

In addition, the company offers a “Match While You Wait” service at its Cuyahoga Falls, Ohio, Packaging Design Center and its facility in Manchester, United Kingdom. Customers can receive up to 20 custom-color designs during a one-day visit, while consulting with Americhem’s technical experts and utilizing the company’s color design equipment. Also new is Americhem’s vDesign® software, enabling color and property matching, via the Web, from anywhere in the world.

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“Americhem is committed to giving packaging and design professionals all the resources they need to create successful, best-selling designs,” Manfull continued. “It’s just another way that Americhem can innovate and partner with our customers for mutual success.”

To receive Americhem’s 2010-2011 Health & Beauty Packaging Color Trends or the monthly color trends, visit the company’s Web site at www.americhem.com/colortrends.

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 the polymer products. The company specializes in color and additive masterbatches all backed by complete technical support that ensures quality, reliability, and value. Americhem operates six manufacturing plants and also maintains representative sales offices in Mexico City and Luxembourg. Corporate research & development facilities and headquarters are located in Cuyahoga Falls, Ohio. For more information visit Americhem.com or call 800.659.9045.

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