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**AMERICHEM'S PROJECT 5TH AVENUE DESIGN CONTEST
REWARDS STUDENTS FOR INNOVATIVE PACKAGING CONCEPTS**

CUYAHOGA FALLS, Ohio (March 15, 2011) – Americhem Inc., a global leader in the production of color concentrates used in the beauty packaging industry, announced it is now accepting submissions for the 2011 Project 5th Avenue student packaging design contest. Now in its second year, the contest is open to students and recent graduates. Scholarships will be awarded for the top three student designs. The deadline for submissions is May 15, 2011.

Designs will be judged by a panel of industry experts and the top five will be displayed at the 2011 Health & Beauty Aids (HBA) Expo, June 28-29, at the Jacob Javits Center in New York City. Brand owners and other visitors to the show will vote for their favorite designs. The winner will be announced at an awards ceremony on Wednesday June 29.

This year's panel of judges includes Michelle Green, art professor at the New School University, Doreen Becker, color trends expert and packaging market development manager at Americhem, and Erica Duke, winner of last year's inaugural contest, who now works at Estee Lauder. Judging criteria include relevance to the beauty packaging industry, innovation, aesthetics, and sustainability.

"Our goal with the Project 5th Avenue contest is to encourage students to be innovative," Becker said. "We see this contest as a perfect project for a design class or for motivated and inspired individuals to showcase their skills."

Submissions must be rendered in a maximum 12"x 12"x12" three-dimensional form such as plastocene, wood, wax or clay, and should be uniquely designed for shampoos, lotions, cosmetics and other beauty products. All entries must be original work, free of copyrights, and must include a concise explanation of the work or idea.

To submit a design or to obtain complete contest rules, please contact Doreen Becker at dbecker@americhem.com or by phone at 914.772.5580.

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For more information, visit www.americhem.com or call 888.659.9045.

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 888.659.9045.

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