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AMERICHEM TO INTRODUCE 2010-2011 COLOR TRENDS AT HBA EXPO

CUYAHOGA FALLS, Ohio (September 7, 2009) – Americhem Inc., a global provider of custom color and additive masterbatches for polymer-based products, will be introducing its Health and Beauty Color Trends for 2010-2011 at the HBA Global Expo being held Sept. 15-17 at the Jacob K. Javits Convention Center in New York City. The company will be giving away samples of the color trends at its booth (#1747) at the Expo and visitors will have the opportunity to win free Americhem masterbatch as part of a contest involving the color trend samples.

“Because of Americhem’s decades of color experience across multiple plastics market segments, we’re exposed to a variety of trends in color and special effects from a diverse group of industries,” said Rod Manfull, general manager for Americhem’s Molding Business Group. “Most of the visitors to this show know Americhem for our expertise in plastic packaging, particularly bottles. But because of the diversity of industries that we serve, we have introduced these color and special effects trends that represent consumer preferences in industries including synthetic fibers, building products, automotive and transportation and more.”

The company’s display will feature hundreds of blow molded bottles, representing the market and consumer trends that Americhem has identified. Company officials will also be distributing sets of silver dollar-sized molded plastic chips, representing the top 40 color and effect trends in health and beauty for 2010-2011.

Five lucky winners will find a gold chip in their set of samples. Those finding a golden chip will win up to 250 pounds of Americhem masterbatch, which includes a custom color match. The value of the prizes will be up to \$1,250 each.

“By helping customers identify and use these hot color trends in their health and beauty applications, we can help them to achieve increased shelf appeal and real differentiation from the competition,” Manfull continued. “We look forward to discussing these trends and other ways in which we can help designers, brand companies and packaging manufacturers.”

To learn more about Americhem, please 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 around the world 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 888.659.9045.