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**AMERICHEM EXPANDS EDUCATIONAL LUNCH AND LEARN SERIES**

**CUYAHOGA FALLS, OHIO (JULY 23, 2013)** – [Americhem Inc.](http://Americhem.com), a global provider of custom color and additive solutions for polymeric products, is expanding its ongoing Americhem U educational lunch and learn series to new locations. Due to the success of the program in Dalton, Ga., Americhem U will now also be hosted at Americhem’s World Headquarters in Cuyahoga Falls, Ohio, and suburban Detroit, Mich., to better accommodate customers from all the industries Americhem serves.

“We are excited to offer the Americhem U program to our customers beyond the Dalton, Ga., area,” said Scott Blanchard, senior corporate marketing specialist, Americhem. “Hosting an Americhem U at our headquarters and other locations not only allows us to showcase our facility but also gives us the ability to provide valuable educational opportunities to more of our customers across various industries.”

Americhem U will kick off at the new location with two color courses on Sept. 19. The first session features Rick Mathew, Americhem color expert, who will present “Not Just Another Pretty Color.” At 10 a.m., Mathew will discuss the unseen aspects of color that drive product design and give valuable insights on color science and color theory. The second session will begin at 1 p.m. with Ruth Simon McRae, color trends expert, presenting “Color Trend Watch 2014-2015.” McRae will unveil 20 trend colors in four color families and offer insight on how successful color choices can refresh and invigorate products to keep them on the cutting edge.

Not only is the program expanding geographically, it is also evolving to feature additional learning opportunities. For a firsthand look at the technology behind Americhem’s color and additive products, attendees will have the opportunity to tour Americhem’s customer concept center, manufacturing simulation facility, accelerated weathering lab, and physical and analytical labs during the lunch break between sessions.

Americhem U will also take place in the Detroit suburbs when Americhem R&D manager Ron Beck presents a session on color theory and color science on Oct. 9 at the Troy Marriott. This Americhem U event will begin at noon after the conclusion of the Society of Plastics Engineers TPO Automotive Engineered Polyolefins Conference with a catered lunch. Afterward, Beck will delve into the science behind color and how it impacts the use of color in the automotive industry.

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A session is also planned for Dalton, Ga., on Sept. 12 with Dr. Vaman G. Kulkarni, director of polymer additives, on the topic titled: "Discover the World of Polymeric Additives." Americhem will soon be announcing a full slate of Americhem U. courses to be held in 2013-2014 in Dalton. Customers also have the benefit of requesting Americhem U courses in specific cities dependent upon the session's demand.

Americhem U has provided customers with the opportunity to come together to discuss the latest trends and information relevant to their industry. Since the program's inception, educational sessions have taken place quarterly and feature Americhem subject matter experts.

For the full Americhem U educational lunch and learn series schedule, visit [www.americhem.com/americhemu](http://www.americhem.com/americhemu) or contact Scott Blanchard at [sblanchard@americhem.com](mailto:sblanchard@americhem.com) for more information.

**About Americhem**

*Americhem is a global organization that delivers custom color and additive solutions for customers 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 seven manufacturing plants and also maintains a representative sales office in Luxembourg and Monterrey, Mexico. 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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