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**AMERICHEM TO LEAD SEMINAR ON WEATHERING AND DURABILITY FOR SYNTHETIC TURF AT  
UPCOMING DOMOTEX asia/CHINAFLOOR EXPO**

**SUZHOU, CHINA (March 21, 2013)** – [Americhem Inc.](http://Americhem.com), a global provider of custom color and additive solutions for synthetic fibers, will lead a technical seminar on weathering and durability for synthetic turf during the DOMOTEX asia/CHINAFLOOR exhibition at the Shanghai New International Expo Center in Shanghai, China. Led by Americhem’s technical director, Larry Campbell, the seminar titled “Extended Weathering, Durability, and Colorfastness with nFinity™ Solutions” will take place on March 27, 2013, at 10 a.m. in hall N1, room M40.

Campbell will discuss new developments in highly weatherable synthetic turf and how standard and custom colors can be enhanced by a combination of additives, including UV stabilizers, antioxidants, delustrants and antimicrobials. He will also provide details about Americhem’s nFinity product range, as well as factors that give synthetic turf superior colorfastness and functional longevity.

Additionally, Campbell will provide an in-depth look at both outdoor and accelerated weathering techniques, acceptable weathering test methods within the industry and the effect of climate conditions, polymer characteristics and functional additives.

Campbell has been with Americhem for 41 years and has served in a wide variety of technical and commercial positions. He was instrumental in helping develop Americhem's synthetic fibers technology platform and has helped to start up a number of Americhem's U.S. plants, as well as the company's plant in Suzhou, China.

Americhem will also have a display at the DOMOTEX asia/Chinafloor exhibition in hall N1, booth D41. Company experts will be on hand to answer questions and introduce visitors to a new nFinity Field & Logo Color Selector Guide, consisting of 33 card-wrapped field and logo colors that have been tested extensively in Americhem’s accelerated and outdoor weathering facilities. Also featured in the booth will be Americhem’s industry-leading color and additive masterbatches for carpeting.

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*Americhem to Lead Seminar on Weathering and Durability for Synthetic Turf at Upcoming DOMOTEX asia/CHINAFLOOR Expo / Page 2*

For more information about products and services from Americhem, visit [www.americhem.com](http://www.americhem.com).

**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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