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AMERICHEM ANNOUNCES 2013–2014 AMERICHEM U SCHEDULE FOR DALTON, GA.

CUYAHOGA FALLS, Ohio (Aug. 29, 2013) – [Americhem Inc.](http://Americhem.com), a global provider of custom color and additive solutions, recently announced the 2013–2014 schedule for its ongoing Americhem U educational lunch and learn series hosted in Dalton, Ga. The series will feature five topics relevant to the company’s customer base and will be taught by well-known industry experts.

“We built this schedule based on specific educational opportunities identified by people in the carpet, synthetic turf and synthetic fibers industries,” said Scott Blanchard, senior corporate marketing specialist for Americhem. “The Americhem U series has received a lot of interest over the past two years, and we’re excited to respond to our audience with topics they’ve requested to help them in their everyday tasks on the job.”

The courses also serve as a unique networking opportunity, bringing together many of the most creative minds in the industry. Topics for the 2013-2014 Americhem U Dalton series include:

- **Nov. 4, 2013 – Color Trend Watch 2014-2015** – Back by popular demand, we’ll review the hippest, hottest colors for the coming years. Attendees will receive samples of the 20 trend colors rendered in fiber form.
- **Jan. 16, 2014 – Not Just Another Pretty Color** – Learn about the elements that define color and how their interaction affects what we see. Americhem will introduce the physics of color and explore the various facets of color theory, as well as other key factors that define the performance of the end product.
- **March 13, 2014 – Principles of Color Measurement** – Discover the science, technology and devices used to quantify and describe human color perception. Americhem will explore the process and procedures necessary to provide consistent color measurement.
- **May 15, 2014 – Principles of Color from a Quality Standpoint / Understanding Color’s Role in Process Control** – Study the principles of color tolerance, how they relate to visual color perception and the role of color measurement in the process. Attendees will learn the key elements necessary to set up clear and effective color tolerances.
- **Sept. 11, 2014 – Color Trend Watch 2015-2016** – From the fashion runways of Paris, Milan and New York, discover the colors that will drive consumer preference well into future.

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Americhem U courses are also taught in other locations, including Cuyahoga Falls, Ohio, and Detroit, Mich., as well as on site at customer locations. For those who wish to attend but are not near the Dalton area, contact Americhem to inquire about alternate locations. To learn more about Americhem U or to sign up, visit the Americhem experts at FloorTek Expo (booth #141), Sept. 10–12, in Dalton, Ga., or visit www.americhem.com/americhemu.

In conjunction with FloorTek, Americhem is offering a special Americhem U presentation, “Discover the World of Polymeric Additives,” presented by Dr. Vaman G. Kulkarni on Sept. 12 at 11 a.m. Interested individuals should RSVP to Susan Ellis at sellis@americhem.com or call 706.279.3465. Attendees can also sign up at the FloorTek website at www.floortek.com/attendee-registration-form.

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 or call 800.228.3476.

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