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**UPDATED SYNTHETIC TURF COLOR SELECTOR GUIDE REVEALS
LATEST ACCELERATED WEATHERING DATA**

CUYAHOGA FALLS, Ohio (November 13, 2013) – Americhem Inc. has updated its Field and Logo Color Selector Guide, a comprehensive sample book that details how various shades of turf green and popular team logo colors will weather in adverse conditions. The updated edition includes card wrapped color samples and the latest accelerated weathering data for colors that have undergone 6,000 to 10,000 hours of accelerated testing.

“The testing we’ve compiled dramatically exceeds all accepted standards for synthetic turf weathering,” said Larry Campbell, technical development director. “FIFA requires 3,000 hours of accelerated testing. By subjecting these colors to this extensive testing, we have more comprehensive data that speaks to the performance and stability of synthetic turf in the environment in which it will be installed.”

For nearly a decade, Americhem research and development teams have focused on improving synthetic turf performance through accelerated indoor weathering testing, long-term outdoor weathering testing and by introducing its line of turf additive and masterbatch solutions. These products are customizable and can include color, UV stabilizers, antioxidants, delusterants, antimicrobials and other functional additives, depending on the needs of the user.

“The latest edition of this guide includes the most in-depth information available on how synthetic turf will perform long-term,” Campbell said. “Turf and yarn producers, as well as landscape architects and engineers, will benefit from these studies. Together, we can take turf performance to new levels.”

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The updated Field and Logo Color Selector Guide is now available. Contact Scott Blanchard at sblanchard@americhem.com to learn more today.

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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