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mBRACE™ A SOFTER NONWOVEN WITH AMERICHEM

Leading additive and masterbatch supplier introduces first-of-its-kind softening agent

CUYAHOGA FALLS, Ohio (Oct. 9, 2013) – [Americhem, Inc.](http://Americhem.com), a leading color and additive masterbatch supplier to the nonwoven industry, unveiled its breakthrough mBrace™ softening additive at the RISE Conference in Colorado. mBrace is a first-of-its-kind softening technology that can be combined with color and other additives to provide a cost-effective, multi-attribute masterbatch.

“There has been an ongoing need for a globally available softening additive specifically designed for nonwovens, and Americhem is thrilled to offer a cost-effective solution to our customers,” said Robert Baldy, nonwovens market manager, Americhem. “Confirmed by subjective testing, mBrace offers superior softness compared to its nearest competitive product, while delivering the ease of use and outstanding processability expected from Americhem’s additives and masterbatches.”

Americhem’s mBrace softening additive is customizable, allowing nonwoven producers to set their desired softness levels. It is ideal for any nonwoven application where softness is desired, including health and hygiene products, apparel, medical products, battings and backings, packaging and upholstery.

To mBrace a softer nonwoven, contact Scott Blanchard at sblanchard@americhem.com or visit www.americhem.com/nonwovens.

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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