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AMERICHEM UNVEILS ITS 2016–2017 COLOR TRENDS

CUYAHOGA FALLS, Ohio (Sept. 22, 2015) – [Americhem Inc.](#), a global leader in the production of color and additive solutions for polymeric products, has released its 2016–2017 Color Trends comprised of six color palettes including: Rush Hour, Office Diligence, Casual Friday, Night Life, Welcome Distraction and Sunday Brunch. The color families were announced on September 10, at Americhem’s annual color trends course as part of Americhem U, an ongoing educational series for professionals in the synthetic fibers and plastics industries. This is the company’s seventh annual color trends forecast.

The color families, developed by a committee of color trend specialists, are forecasted to be popular in the coming years based on global influences, pop culture, design trends, technology and fashion-forward color predictions. In conjunction with a fashion design house in Milan, Italy, the groups of colors, in addition to textures, finishes and effects, are translated into seasonal design concepts, moods and lifestyles, each with a unique story to convey the emotions and context of the colors.

This year’s color families revolve around a common theme—a week in our everyday life.

- **Rush Hour** — a bold palette highlighting abrupt chaotic reds with deep dark browns representing the hustle and bustle of a city going to work.
- **Office Diligence** — neutral and dark, warm and traditional tones mixed with teals and bursts of color to represent an office environment that is making its way into the world around us.
- **Casual Friday** — bright colors and achromatic hues remind us of the relaxed atmosphere that comes with the end of the work week.
- **Night Life** — the dark, romantic accents of a candlelight dinner are blended with brushes of the night sky to symbolize the excitement of the week’s end.
- **Welcome Distraction** — the freedom of the weekend is represented with bright colors that can be seen in street fairs, carnivals or a soothing afternoon in your garden.
- **Sunday Brunch** — calming pastels represent the beginning of a relaxing day featuring softening “under the radar” colors that conclude the weekend.

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“These colors will be at the forefront of product design and, therefore, at the leading edge of consumer preferences in the years to come,” stated Aubrey Barto, lead color trends specialist for Americhem. “They are appropriate for any industry interested in accenting their products with innovative and modern colors.”

The color trends presentation is available to Americhem customers by contacting Ms. Barto at abarto@americhem.com. Watch for an announcement of a webinar based on the trends coming soon to www.americhem.com/americhemu.

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Invigorate product development with colors forecasted to be popular as revealed in Americhem’s annual 2016–2017 Color Trends comprised of six color palettes: <http://bit.ly/1ogmGZ7>.

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See how these 6 color palettes unveiled as part of @Americhem_Inc’s 2016-2017 Color Trends can invigorate products: <http://bit.ly/1ogmGZ7>.

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 nine 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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