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AMERICHEM LAUNCHES NEW COLOR SELECTOR GUIDE AT IDEA 2016

CUYAHOGA FALLS, Ohio (MAY 3, 2016) – Americhem Inc., a global provider of color and additive solutions for synthetic fibers, is introducing a new nonwovens fabric sample book to the industry at IDEA 2016, being held May 3–5 at the Boston Convention and Exhibition Center in Boston, Mass. The book, known as the *nVision™ Color Selector Guide*, will be on display at Americhem’s booth, #617.

The color selector guide contains spunbonded nonwoven sample swatches in 34 different colors. The swatches were made on Americhem’s spunbonded nonwovens pilot line located at the company’s plant in Dalton, Ga. The pilot line is available for customers to test production of their products without interrupting production on their own manufacturing equipment. More information on the line, including pictures and diagrams, will be available at Americhem’s IDEA booth.

“The nVision guide gives producers a head start on selecting color for their nonwovens products,” said Robert Baldy, market manager, nonwovens. “Each color is distinct, and we list masterbatch use rates next to every color. This way, it is easy for the manufacturer to start with the swatches in the book, then vary the use rates or combine colors.”

The colors can also be made to include physical properties that Americhem can design directly into the masterbatch formulation. Functional additives such as softeners, antistatics, antimicrobials and UV stabilizers can be combined with color for multi-attribute masterbatches.

For more information, contact Scott Blanchard at sblanchard@americhem.com.

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Visit the Americhem booth, #617, at IDEA 2016 as they introduce a new nonwovens fabric sample book, *nVision™ Color Selector Guide*: <http://bit.ly/1ogmGZ7>.



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Visit @Americhem_Inc at #IDEA16 to see their new nonwovens fabric sample book: <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 10 manufacturing plants and also maintains representative sales offices around the globe. 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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