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mBRACE™ SOFTENING ADDITIVES OFFER COMFY OPTIONS TO NONWOVENS PRODUCERS

CUYAHOGA FALLS, Ohio (April 21, 2016) – Americhem Inc., a global provider of color and additive solutions for synthetic fibers, will feature a full range of its mBrace™ softening additives at the IDEA 2016 International Engineered Fabrics Conference & Expo, May 3–5, 2016, at the Boston Convention and Exposition Center in Boston, Mass. These products offer a span of use rates, processing options and degrees of softness for nonwovens producers around the globe.

“Our product offerings in the mBrace line can be divided into two groups,” said Kam Lui, Ph.D., nonwovens development specialist for Americhem. “The first group allows you to vary softness levels and deliver additional functionality, such as antistatic and hydrophilic, at higher use levels. The second group allows the user to deliver a soft touch without impacting other material properties.”

The mBrace line has evolved since its introduction in 2013. Nonwovens producers have long sought added softness for their materials, particularly in applications that will have human skin contact. mBrace was Americhem’s answer to this demand and the current range of options has emerged to suit the many different end uses in the market today.

“Our original mBrace offering allows you to alter the level of softness by the amount of the additive used,” continued Lui. “For the best softness properties, we recommend a use rate of one to three percent. When used at four to five percent, the manufacturer can impart antistatic properties, as well as hydrophilicity, in addition to a soft feel.”

The second group of mBrace products are based on a widely accepted industry technology. Concentration level of the additive within the masterbatch as well as target use rate can be customized to fit a customer’s specific requirements. This added flexibility helps to ensure optimum softness is achieved while eliminating any impact to processing conditions.

“Since mBrace is now a family of products, the portfolio offers increased flexibility to tailor the additive product to meet our customers’ needs,” stated Rob Clayton, segment director for nonwovens. “If the customer values certain properties over others or even if they are trying to achieve multiple functionalities out of one masterbatch, Americhem’s innovative solutions can provide them with exactly what they need.”



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Learn more about Americhem's mBrace additives for nonwovens at IDEA 2016, booth #617. Visit with Americhem product experts and view the range of options mBrace offers, including tech data sheets for each product.

Apart from IDEA, visit www.americhem.com/brands/mBrace or contact Scott Blanchard at sblanchard@americhem.com for more information.

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Visit Americhem at IDEA 2016 to see the full range of mBrace options designed to suit the many different end uses in the market: <http://bit.ly/1ogmGZ7>.

Tweet the News

.@Americhem_Inc will showcase its full range of mBrace softening additives at #IDEA16.
<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 backed by complete technical support that ensures quality, reliability and value. Americhem operates 10 manufacturing plants across the U.S., Europe and Asia as well as 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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