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AMERICHEM COMPOSES ITS 2018–2019 COLOR TRENDS

CUYAHOGA FALLS, Ohio (SEPTEMBER 21, 2017) – [Americhem Inc.](#), a global leader in the production of color and additive solutions for polymeric products, has released its 2018–2019 Color Trends comprised of six color palettes united by a musical theme, including: Motown, Techno, Festival, Bossa Nova, Lullaby and Concerto. The color families were announced on Sept. 21, 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 ninth 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, musical and design trends, technology, and fashion-forward color predictions. In conjunction with a well-known 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 reveal the trending colors of tomorrow based on the sounds of the past and present:

- **Motown** — deep tones of blue, with a green that is almost brown, are brightened with orange and rusty tones to provide a palette that is both edgy and mysterious.
- **Techno** — bold shades of hi-tech blues and futuristic greens are highlighted by neon yellow and brought back to earth by a subtle, golden beige. Funky and daring, this palette speaks to our inner geek.
- **Festival** — an airy taupe is contrasted by blazing shades of orange and red, and brightened by shadowy purples and violets in the vibrant palette, inspired by summer music festivals.
- **Bossa Nova** — harmonies of calm, refined greens and fluid, soft beiges reflect on the beauty of nature and lend to a calm, tranquil mood. Like an enchanting bossa nova melody played on a nylon-string classical guitar, this collection of gorgeous hues reminds us to appreciate the magnificent world around us.
- **Lullaby** — Reach-out-and-touch-me pastels are paired with cozy grays in this understated and comforting palette. Like a mother singing a lullaby to her precious child, this color assemblage wraps us in peacefulness and content.

- **Concerto** — A sophisticated palette comprised of soft, pale pinks, romantic peach tones, subdued blues and extravagant greens.

“These color palettes offer a world of inspiration and harmony,” expressed Sydney Gardner, lead color trends specialist for Americhem. “By keeping up with the trends through Americhem’s forecast, designers and product development personnel alike can benefit from learning the colors and the palettes that are sure to drive consumer preference in the years to come.”

The color trends presentation is available to Americhem customers by contacting Ms. Gardner at sgardner@americhem.com. Americhem will also offer its color trends course as a webinar Thursday, Sept. 28, at 2 p.m. EDT. Visit www.americhem.com/americhemu to register.

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From Motown to Techno, Americhem shares its 2018–2019 Color Trends. <http://bit.ly/2wKmNHG>

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About Americhem

Celebrating its 75th year, 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 a representative sales office in Luxembourg and 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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