

## CONTACTS

Scott Blanchard  
Manager, Corp. Marketing & Communication  
Americhem  
Phone: +1 330.929.4213 x1363  
sblanchard@americhem.com

Kelly McGrath  
Account Director  
AKHIA  
Phone: +1 330.463.5650  
kelly.mcgrath@akhia.com

## AMERICHEM OFFERS A FULL RANGE OF SOFT TOUCH ALTERNATIVES FOR AUTOMOTIVE APPLICATIONS

**MANCHESTER, UNITED KINGDOM (9 MARCH, 2017)** – Americhem Europe Ltd., a global provider of colour, additive and compounding solutions for the automotive and transportation industry, will be displaying its soft touch technologies for automotive OEMs and tier suppliers at the VDI Plastics in Automotive Engineering Congress in Mannheim, Germany, from 29–30 March. This will mark the first time the company is promoting these compounds in the European market.

“In today’s automotive industry, virtually every control, knob, dial and button has a soft touch component to it,” said Brett Conway, Americhem’s group director for plastics. “Most of these items are made from PVC or TPE compounds, as both sets of product families are conducive to the haptics consumers are looking for when operating their vehicles. Since our Vi-Chem division has been making these products for more than two decades, we are confident that if our customers would like a particular part to have a soft touch, we can do it.”

There are a variety of soft touch characteristics that can be applied with engineered compounds. Some manufacturers are looking for a rubbery feel that’s easier to grip and others are looking for the feel of leather. Americhem’s compounds can be engineered to give a full range of sensory feel.

“Traditionally, PVC compounds have been used to create these tactile parts because of cost effectiveness, wear and cleanability performance, color and gloss flexibility, and a “leather-like” feel,” said Bryan Kazmer, general manager for Vi-Chem. “Increasingly, TPEs are being used because of their “grippy” feel or a desire for alternative chemistries. We have been able to take these traditionally rubbery feeling products and modify them to provide a “silky” feel, providing the perfect solution for armrests, console covers and “bubble” cup holders, which demand this haptic performance.”

These soft touch compounds are aesthetically pleasing, offer excellent processing and can be matched in virtually any interior color to help enhance in-vehicle color harmony.

Americhem will exhibit at booth #101 at the congress. Product experts will be on hand to discuss PVC and TPE soft touch technology along with all the other products the company produces for the automotive and transportation industry.

For more information about Americhem's automotive products, contact Scott Blanchard at [sblanchard@americhem.com](mailto:sblanchard@americhem.com).

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Americhem will display its soft touch technologies at the VDI Plastics in Automotive Engineering in booth #101 on March 29–30. <http://bit.ly/1ogmGZ7>

### Tweet the News

Visit booth #101 for @Americhem\_Inc's latest soft touch technologies at VDI Plastics in Automotive Engineering. <http://bit.ly/1ogmGZ7>

### About Americhem

*Celebrating its 75th year, Americhem is a global organization that delivers custom colour and additive solutions for customers seeking superior performance and batch-to-batch consistency for their polymer products. The company specializes in colour and additive masterbatches, and single pigment dispersions, all backed by complete technical support that ensures quality, reliability and value. Americhem operates ten 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, USA. For more information visit [Americhem.com](http://Americhem.com) or call 800.228.3476.*

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