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CUSTOM COLOUR FROM AMERICHEM LENDS STRENGTH TO CUSTOMERS' BRANDS

MANCHESTER, UNITED KINGDOM (23 February, 2017) – Americhem Europe Ltd., a global provider of colour and additive solutions for synthetic fibres, is promoting their custom colour capabilities at the upcoming Index 17 Exhibition in Geneva, Switzerland, 4–7 April. The company will exhibit at booth #4179.

“At Americhem, we take a holistic approach to creating colour for our customers,” said Pierre Vandekerckhove, commercial manager EMEA. “We integrate closely with our customers so we can learn everything possible about their product specifications, manufacturing processes, and supply chain details.”

Custom colour can give a boost to brand owners and OEMs alike. The ability to produce products and product packaging in the brand’s colours helps reinforce the value proposition to consumers when they are purchasing products. Knowing as much as possible about the colours and the process for producing them enables Americhem to create a custom colour masterbatch that features ease of processing, less downtime, product consistency, and best overall value for their money.

“Humans perceive colour in very different ways,” said Vandekerckhove. “That’s why it’s important to know the type and material of the colour target, the base resin and its grade, opacity, part thickness and a variety of other factors before we get to work on a match. It’s also important that the customer and supplier be coordinated on the evaluation light source, texture, instruments and tolerancing method. This ensures that the product will look correct aesthetically and perform in its end-use application. This includes any physical properties that are imparted by additives which can be incorporated into an all-in-one product, containing colour and potentially multiple additives, all in a single pellet.”

Americhem creates very few “stock” or “off-the-shelf” colours. The company’s expertise is in making masterbatch products that are specific to the customer’s products, formulation and processing method. Specializing in custom colour and additive solutions has been a company hallmark for 75 years. The company is backed by central research and development in the U.S. and design labs and pilot lines at its Manchester, U.K., European headquarters.

For more information about Americhem's custom colour capabilities, visit <http://www.americhem.com/product-categories/masterbatches> or contact Scott Blanchard at sblanchard@americhem.com.

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Americhem will present its custom color capabilities at Index 2017 in booth #4179. <http://bit.ly/1ogmGZ7>

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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 10 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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