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**CONSUMERS WANTING AN ATTRACTIVE, NATURAL LOOK SEEK SIMULATED ALTERNATIVES**

**CUYAHOGA FALLS, Ohio (MARCH 22, 2016)** – Natural looks are in and, as a result, the popularity of cost-effective “faux” natural material effects in the home is on the rise. Woodgrain looks—like those created by nGrain® by Americhem—are especially popular, as consumers want the beauty of natural wood throughout their homes, but they do not necessarily want the associated costs and maintenance.

Consumers are finding polymers that feature simulated woodgrain or other natural looks are compelling alternatives to natural materials as they offer attractive aesthetics, but require less maintenance. Also, polymers offer greater endurance than patterned laminated film alternatives. Like laminates, polymers with a simulated woodgrain look offer an economical alternative to natural wood varieties, but unlike films or embossed surfaces, polymers are not at constant risk of delaminating, cracking, being nicked or tearing.

Other special effects, like a slate effect for roofing materials or a marble look for spa cladding, can be equally effective in creating a realistic finish that stands up to the elements, and have many of the same aesthetic benefits as simulated woodgrain.

“We want to make it easy for consumers to apply a look they love in more places with more confidence,” explained Mike Fair, market segment manager, architecture for Americhem. “Americhem’s nGrain does just that, providing a convincing appearance of natural wood while allowing consumers to balance material price and performance. And, wood is just one of the looks that can be compellingly simulated with polymers.”

Special effects that create natural looks can be implemented in a wide variety of applications. nGrain, for example, is usable for siding, decking, fencing, roofing, windows and doors, flooring, trim boards, blinds, interior profiling and much more.

Simulated natural looks are worked directly into the formulation of the products, creating a consistently random appearance that one would find with organic materials. The appearance of these looks can also be customized to suit consumer preferences. Americhem offers assistance in creating a variety of woodgrain patterns, for example, including feathering, chevron, cathedral and arch looks that one would see in natural wood.

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Because the woodgrain color is built into the formulation, nGrain simulated woodgrain effects require no special equipment or secondary processes to apply.

“With nGrain, building products manufacturers can count on a reliable fit between the substrate color and the woodgrain effects colors, benefiting the manufacturing process and their product’s aesthetics,” said Fair.

“We are seeing more and more products using woodgrain effects, in virtually every plastic building products category.

For more information about nGrain by Americhem, contact Scott Blanchard at [sblanchard@americhem.com](mailto:sblanchard@americhem.com).

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Natural looks are in. Learn from Americhem expert Mike Fair why nGrain simulated woodgrain is the solution for decking, flooring and much more: <http://bit.ly/1ogmGZ7>.

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**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 nine 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](http://Americhem.com) or call 800.228.3476.*

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