



americhem
PERFORMANCE | SOLUTIONS | TRUST

CASE STUDY

CUSTOMER European Luxury Automotive OEM

END APPLICATION Luxury SUVs

CUSTOMER PROBLEM This customer was using precolored compounds and wanted their processes to be more efficient, which is when they reached out to find a new supplier to become a partner of theirs. They also had requirements of tight color matching across a range of polymers, color harmony, solutions in UV, scratch and mar packages, on top of strict automotive specifications.

AMERICHEM SOLUTION Americhem provided an unmatched price for the highest quality masterbatches and value in the form of color matching, cost efficiencies, and reliable field support for not just service, but also R&D.

AMERICHEM PRODUCT DESCRIPTION

- **COLOR:** 6 different colors that spanned over 50 different color and resin combinations
- **COMPLIANCES:** Automotive OEM Material Specifications

VALUE PROPOSITION Americhem's "one-stop-shop" appeal is why this customer has enjoyed working with Americhem for over 20 years. Americhem's field service for resolving issues and developing new products with the customer is a unique experience that the customer cannot find elsewhere. Between service, support, color expertise, and a growing network of injection molding facilities, Americhem has become a partner to this customer in all fronts of their new product development.

CUSTOMER SUCCESS STORY Americhem has been working with this customer for over 20 years and has successfully launched new colors in new resins for a wide range of models of these luxury vehicles.



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