

CASE STUDY



CUSTOMER Marker Manufacturer

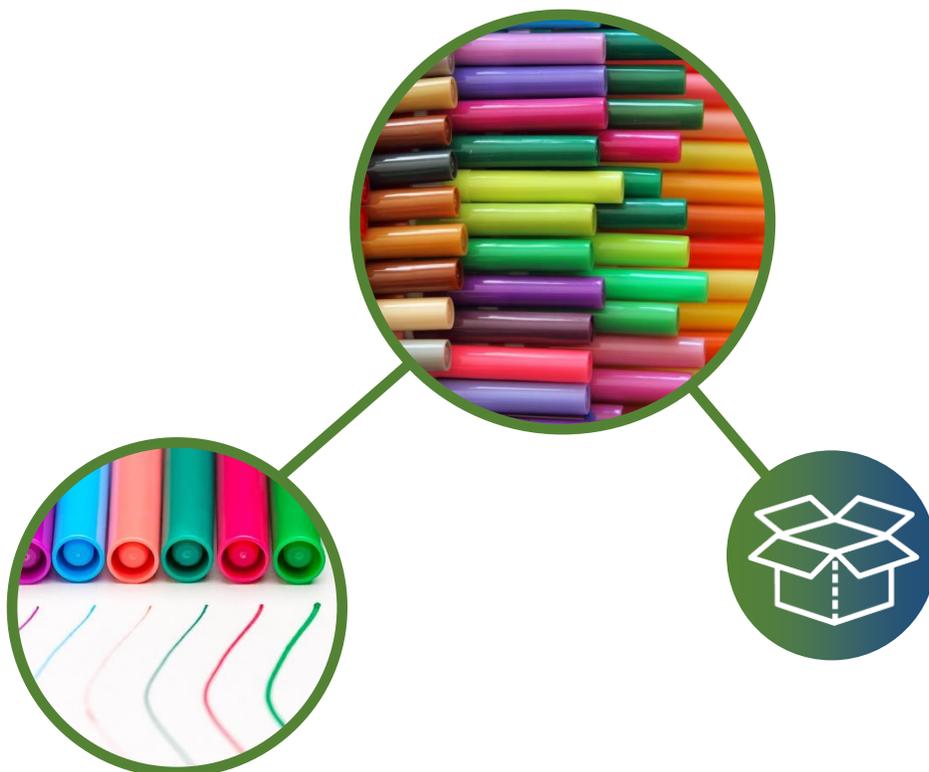
END APPLICATION Fluorescent Marker Caps

CUSTOMER PROBLEM A common problem with molding fluorescent colors is that they stain the mold; otherwise known as 'plate-out.' This causes the customer to have a lot of machine down time, which in turn is a loss of money.

AMERICHEM SOLUTION Americhem developed fluorescent yellow, orange, green, and red with a plate-out package to eliminate this problem.

VALUE PROPOSITION Americhem's plate-out package has been tested and succeeded in numerous end applications. This knowledge and experience has given Americhem an edge with being an expert in this technology. Americhem offers more than just a plate-out package, but an expertise and technical knowledge to help solve any problem related to this need.

CUSTOMER SUCCESS STORY The customer was so pleased with how the fluorescent caps looked, they designed an entirely new line of specialty colors.



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