

## CASE STUDY



**CUSTOMER** Performance Apparel Fabric Manufacturer

**END APPLICATION** High Technology Apparel

**CUSTOMER PROBLEM** The customer was using a particle that was extremely hydrophilic to make the fabric. This material had to be controlled with a masterbatch that would oppose the hydrophilic properties.

**AMERICHEM SOLUTION** Americhem developed a masterbatch product that had superior dispersion and was able to oppose the hydrophilic properties, as well as keeping the masterbatch at optimum dryness.

**VALUE PROPOSITION** Americhem's expertise in new product development as well as having such a large R&D team that is committed to making all customers' products successful, allowed for endless possibilities in this project. The time and dedication needed in this project to ensure optimum dryness and keeping the moisture out of the product would not be achieved without an innovation driven R&D team.

**CUSTOMER SUCCESS STORY** The customer has signed many contracts for their fabric with high profile brands that are distributed globally and are in a wide range fashion styles from casual wear to sportswear.



### Contact Information

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