

Americhem Expands Nonwoven Softening Technology Portfolio

CUYAHOGA FALLS, Ohio (March 19, 2019) – Americhem, a globally recognized designer and manufacturer of custom color masterbatch, functional additives, engineered compounds and performance technologies, is expanding its additive softening technology platform. Its mBrace™ products provide an enhanced soft feel while offering efficient processing with extremely low volatiles. Most of the mBrace™ line can be used as a single additive package or combined with color for an all-encompassing concentrate solution.

The mBrace™ line of masterbatches is multifaceted and engineered to offer brand owners customizability to their desired softness level in polypropylene applications. Americhem continues to broaden its formulations for nonwovens; improving softness and drapability.

“Hygienic and medical drapery manufacturers have been looking for a cost-efficient way to bring a silky, soft touch to their products. The end user prefers a soft feel directly on their skin as opposed to an article that is stiff, noisy, and feels like plastic. You will feel the difference in the product with our mBrace™,” commented Robert Baldy, Market Manager at Americhem.

Americhem will be highlighting this technology at the Idea19 Show in Miami FL, booth #1732.

About Americhem

Americhem is a globally recognized designer and manufacturer of custom color masterbatch, functional additives, engineered compounds and performance technologies. Our business is built around delivering Performance, Solutions and Trust through close collaboration with customers seeking to optimize their polymer products. All of the company's products are backed by complete technical support that ensures quality, reliability and value. Americhem operates 11 manufacturing plants and maintains sales offices throughout the world. Central research and development facilities and headquarters are located in Cuyahoga Falls, Ohio. For more information, visit Americhem.com or call 800.228.3476.

CONTACTS

Lauren Hickey
Director of Marketing &
Product Management
Americhem
Phone: 330.929.3125 x1275
lhickey@americhem.com