



americhem
PERFORMANCE | SOLUTIONS | TRUST

CASE STUDY

CUSTOMER Multinational personal care corporation

END APPLICATION Specialized house wrap made with nonwoven fibers and laminate film

CUSTOMER PROBLEM The customer's end product is highly visible in an outdoor setting, which means that the masterbatch needs to be UV resistant, pass outdoor testing, and meet weathering specifications. The customer was looking to partner with a company that had extensive weathering experience as to acquire recommendations and guidance on what solution would perform best for them.

AMERICHEM SOLUTION Americhem not only built a solution for their UV durability requirement, but also guided the customer in the best direction for all weathering qualities as well as tensile strength. Americhem's product offered a 20% tensile strength improvement from the customer's previous masterbatch. This new Americhem masterbatch provided improved mechanical strength that other suppliers were not able to achieve in a highly visible yellow product.

AMERICHEM PRODUCT DESCRIPTION

- **NAME:** nDuramax® UV Stabilizer customized for the customer
- **COLOR:** House wrap yellow

VALUE PROPOSITION Americhem's extensive experience in weathering of highly visible colors led to the customer working with Americhem as not just a supplier, but as a partner. Through testing and acquired knowledge, Americhem was able to help the customer realize the growth potential of this product. The new masterbatch created was able to offer value added benefits such as more efficient processability, cleaner runs, and low yield impact.

CUSTOMER SUCCESS STORY The customer wanted this product to be developed for a new business segment they were interested in pursuing. They achieved the new business they wanted in part to partnering with Americhem on this custom manufacturing project.

Contact Information

World Headquarters
2000 Americhem Way
Cuyahoga Falls, OH 44221

Tel: +1.330.929.4213
Toll Free: +1.800.228.3476
Fax: +1.330.929.4144

