

CASE STUDY



CUSTOMER Multinational personal care corporation

END APPLICATION Nonwoven hygiene products such as diapers

CUSTOMER PROBLEM The customer's current masterbatch was not thermally stable, which was causing multiple processing issues. There was a lot of decomposition happening during production, which in turn was a major loss of time, money, and resources.

AMERICHEM SOLUTION Americhem developed a high performing, thermally stable masterbatch with added softness characteristics. Americhem completely eliminated the decomposition issue while maintaining the desired soft feel of the nonwoven product.

AMERICHEM PRODUCT DESCRIPTION

- **NAME:** mBrace™
- **COLOR:** Natural

VALUE PROPOSITION Americhem worked so closely with the customer, to thoroughly understand exactly how they manufactured their products to assure that the Americhem developed products would match their needs perfectly. Americhem's focus on technical support brought this product to a successful fruition.

CUSTOMER SUCCESS STORY The customer was losing approximately 20% of the product with the previous masterbatch. Americhem completely eliminated the decomposition issue, which means that the new Americhem product had more value and saved the customer money.

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