

Americhem Releases 2023 Color Trends

Cuyahoga Falls, Ohio (February 24th, 2022) – Americhem, a globally recognized designer and manufacturer of custom color masterbatch, functional additives, engineered compounds, and performance technologies, has released their 2023 Color Trends.

This year's color trend theme is "The Future is Now." There are 4 palettes to go along with this theme, which are "Discovery," "Local," "Bold," and "Peaceful." The colors in these palettes are fun, exciting, and joyful.

Americhem's Global Digital Marketing Manager, Hailey Cassidy, stated, "Americhem's 2023 Color Trends teach us that if we've learned anything from prior years, it's that tomorrow is never promised. These colors are inspired by seizing the day as the boldest versions of ourselves while also looking inward to determine what will bring us peace. It is time to discover new places that we've never dreamed of exploring while also reinvesting and appreciating our local communities. For this year's color trends, we've taken into consideration a wide variety of end applications that these colors could be used for since Americhem's customer base spans across industries such as automotive, fibers, packaging, building and construction, healthcare, aerospace, and electronics just to name a few."

If you want access to Americhem's full 2023 Color Trends Presentation, visit their website to contact a representative today by filling out the Commercial Inquiry form at <https://www.americhem.com/pages/contact-us>

About Americhem

Americhem is an innovative, technology-driven leader in the global polymer industry. Its foundation 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](https://www.americhem.com).

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