



NEWS RELEASE



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TO THE EDITOR

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FOR IMMEDIATE RELEASE

BRUSHED BRILLIANCE™ MASTERBATCH CAPTURES DIMENSIONAL TEXTURE, VISUAL EFFECTS AND OPTICAL CHARACTER OF ALUMINUM

Masterbatch offers a lower cost, look-alike alternative to brushed aluminum.

Tarrytown, NY: New, Brushed Brilliance™ Masterbatch from Ampacet Corporation, offers an upscale, trendy alternative to brushed aluminum that captures the luster, visual presentation and textural nuances of metal at a fraction of the cost.

As a more flexible and efficient alternative to metal, plastics made with Brushed Brilliance masterbatch are able to overcome metal-forming design restrictions and reduce costs. In addition, the Brushed Brilliance masterbatch alternative simplifies production by eliminating the need to transport containers and formed products to and from secondary color printing or processing lines, and does not require color mixing or cleanup and disposal of ink or chemicals.

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Brushed Brilliance masterbatch captures the excitement, presence and distinctive look of metal with uniform, visually realistic textures and colors that penetrate deep into the polymer matrix. Hip metallic colors include Crazy Grape, Urban Teal, Monster Green, Electric Lemonade, Brushed Chrome and Hyper Blue.

Brushed Brilliance Masterbatch, a line extension of LiquidMetals™, utilizes Ampacet's Formula X PET technology, which does not require pre-drying and can be fed directly at the throat of the extruder.

Lighter-weight, "metal look-alike" products made with Ampacet Brushed Brilliance masterbatch improve sustainability, safety and cost control by eliminating the use, processing steps and expense incurred by primary metals and environmentally-unfriendly chemicals required for metal finishing and decorating.

Additional cost savings are realized through the reduction of manufacturing bottlenecks, production scrap waste, lower weight-based shipping fees and loss from dented and scratched product returns.

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About Ampacet

Ampacet Corporation is a global masterbatch leader and offers the broadest range of custom color, special effect, black, white and specialty additive masterbatches for extrusion, molding and a multitude of other processes and applications. Founded in 1937, it now employs more than 1,500 people and has revenues exceeding \$760 million. Headquartered in Tarrytown, N.Y., Ampacet Corporation operates technical and color development centers and manufacturing sites throughout the Americas, Asia and Europe.

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Photo Caption:

Brushed Brilliance™ masterbatch, a sustainable, lighter-weight, lower cost plastic alternative to brushed aluminum metal, is a **LiquidMetals™** line extension available from Ampacet in Crazy Grape, Urban Teal, Monster Green, Electric Lemonade, Brushed Chrome and Hyper Blue.

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