



## NEWS RELEASE

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AMP-108

TO THE EDITOR

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FOR IMMEDIATE RELEASE

### REFRESHINGLY CLEAN ICY-BRIGHT™ COLOR PALETTE DELIVERS AN APPEALINGLY COOL EFFECT

#### *Cool-effect masterbatch colorant conveys a refreshingly welcome chill*

Tarrytown, NY: Sparkling, clean, clear and refreshed overtones provide a subtle in-package marketing statement that is captured and developed by Ampacet with visually cool Icy Bright™ masterbatch colorants.

Icy Bright colorants have been designed to heighten the interplay of light and color to optimize the presentation of liquid products with an iced, chilled, translucent effect. The translucent coloring is available in two intensities-- for a lighter, brighter option for dark, opaque plastic bottles that are currently in use; or for an even lighter see-through tint for highlighting and reinforcing convex container curves.

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Icy Bright colorant masterbatch from Ampacet is currently available in Mint Ice, Mint Whisper, Minty Frost, Citrus Ice, Citrus Whisper, Periwinkle Ice and Periwinkle Whisper.

Ampacet can custom formulate Icy Bright colorants to enhance packaging shelf presence.

**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 Captions:**

Cool, refreshing Icy Bright™ color additives from Ampacet cut through traditionally opaque packaging to offer a light, chilling presence ideal for beverages, cosmetics, personal care products, housewares and other products.

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