Tarrytown, NY, March 10, 2011: To celebrate the harmonious coupling of color found in nature, Ampacet has introduced the OrganiSilk™ Colors Collection, a masterbatch that combines the fresh, vibrant hues of the rainforest with a soft, under-the-surface luminescence. OrganiSilk™ colors' proprietary formulation is designed for use in a multi-layer construction. Along with a gentle illuminating effect, OrganiSilks provide an appealing visual tactility emanating softness that’s ideal for cosmetic, personal care and household product packaging.

“OrganiSilks, because of their unique formulation, project an organic presence that reflects a growing interest in our natural world,” says Linda Carroll, Ampacet Color Insight Manager. “Consumers are attracted to colors that calm and inspire.”

Ampacet OrganiSilk™ colors are available in New Sprout, signifying budding optimism; refreshing and energizing Mango Mist; Aqua Pura, projecting the fluidity found in blue island waters; Organic Orchid, with the pure radiance of fuchsia; the cleansing, serene aspect of Rejuvenating Rain and Fresh Fern, symbolizing rebirth and renewal. Custom color effects are also available.
About Ampacet

With 18 manufacturing sites located in 13 countries, Ampacet Corporation is a global masterbatch leader offering the broadest range of custom color, special effect, black, white and specialty additive masterbatches for molding and a multitude of other processes and applications. Headquartered in Tarrytown, N.Y., Ampacet Corporation employs more than 1,500 people worldwide and operates technical and color development centers and manufacturing sites throughout the Americas, Asia and Europe.

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Photo Caption:
The OrganiSilk™ Collection from Ampacet features rich, organic colors that capture the luminosity and freshness of the rainforest. (photo from Jon Feingersh/Blend Images/ Getty Images)