



News Release

Contact: Doug Brownfield, Strategic Business Manager
(513) 247-5412, Douglas.Brownfield@ampacet.com
or
Michael Bratnick, CoreCom
908/204-0730, mbratnick@corecompr.com

Ampacet Masterbatch Gives PET Bottles Hint of Blue at Edges, Better Brightness

Tarrytown, NY, September 18, 2007 – A new masterbatch from Ampacet, the leading masterbatch supplier, gives clear PET bottles a unique blue halo around their periphery. The masterbatch, called Blue Edge™, also enhances bottle brightness and gives bottles a soft glow in ultraviolet light. It was created to add a sophisticated, crystal-like appearance to bottles used for clear products, such as water, liquor and other beverages, cosmetics and health and beauty aids.

“Blue Edge takes clear bottles to another level,” says Doug Brownfield, strategic business manager. “Its subtle blue tint conveys the quality of high-end glass and accentuates the lines of your packaging, a quality that fits well with the current trend of using architectural elements in package design. In addition, since its impact is not based on a pigment, it does not hinder light transmission and product visibility remains unchanged.

“Blue Edge also glows under black light while keeping products highly visible. This is in contrast to traditional UV-activated pigments that tend to cloud bottles. Its response to black light is a strong selling point for liquor and similar products used in clubs and other low-light settings.”

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 \$725 million. Headquartered in Tarrytown, N.Y., Ampacet Corporation operates technical and color development centers and manufacturing sites throughout the Americas, Asia and Europe.

#

For more information on Blue Edge masterbatch, Eileen Ferguson, Ampacet Corporation, 660 White Plains Rd., Tarrytown, NY 10591. Tel: (914)631-6600. E-mail: eileen.ferguson@ampacet.com. Or visit: www.ampacet.com.

