



## News Release

Contact: Eileen Ferguson, Ampacet  
914/671-7672, [eileen.ferguson@ampacet.com](mailto:eileen.ferguson@ampacet.com)

### **Ampacet Adds Seven LiquidMetal™ Colors for Highly Reflective PET Packaging**

**Tarrytown, NY, October 14, 2007** – Ampacet has added seven shades to its LiquidMetal™ Colors line, which gives polyethylene terephthalate (PET) bottles the look of highly reflective metal. The new shades, which add energy and intensity to packaging, are Bronze, Glitzy Gold, Ruby Slipper, Silver Sparkle, Midnight Blue, Brown Sugar and Bright Chrome.

LiquidMetal™ Colors meet the demand for plastic packaging that replicates polished metal for use with cosmetics, health and beauty aids, specialty foods, beverages and car-care products. The new colors bring the number of LiquidMetal shades available to 13 colors. Prior colors in the line were Brass, Chrome, Copper, Black Onyx, Graphite and Gun Metal Blue.

“We’ve added a series of edgy, high-energy colors to the LiquidMetal line for use in high-energy packaging, such as for energy drinks and upscale cosmetic packaging where colors of great reflectivity and depth would play well. These colors, which look like clear-coat automotive finishes, ratchet up PET’s appearance to boost brand awareness and shelf appeal.”

The new masterbatches are built around Ampacet's Formula X™ PET technology platform, which eliminates the need to pre-dry PET colors, and allows for feeding at the extruder throat. This technology also reduces feed-throat clogging, screw slippage and improves color dispersion.

## **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 LiquidMetal Colors, contact: Doug Brownfield, Ampacet, 660 White Plains Rd., Tarrytown, NY 10591. Tel: (513) 247-5412. E-mail: [Douglas.Brownfield@ampacet.com](mailto:Douglas.Brownfield@ampacet.com). Or visit: [www.ampacet.com](http://www.ampacet.com).

