



## **Ashland innovates platform technologies for sustainable, differentiated formulations, adding value for customers and changing how paint works**

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WILMINGTON, Del. April 29, 2024 - Ashland Inc. (NYSE: ASE) is building on its history of providing high-performing, biobased modifiers for architectural and industrial coatings with new breakthrough platform technologies that are tunable, scalable and sustainable. Ashland will feature these innovations at The American Coatings Show (ACS), Indianapolis, Ind., April 30 - May 2, 2024 - **booth 1248**.

The platform technologies enable the creation of optimal-performing formulations. They offer the advantage of being biobased, leading to the production of value-adding sustainable and differentiated products.

During ACS Ashland will highlight Easy Wet™ substrate wetting agents, new to the company's product portfolio under the super wetters technology platform. These wetting agents are an environmentally safe and cost-effective alternative to silicone surfactants without compromising performance. Notably, Easy-Wet™ 300 has the lowest volatile organic compounds (VOCs) in the industry. The product delivers a defect-free film with low foaming and no cratering performance.

Easy-Wet™ wetting agents round out Ashland's robust offering for the industrial coatings market which includes Dextrol™ and Strodex™ phosphat esters and Drewplus™ foam control agents.

Additionally, Ashland will feature the multiple products associated with its mainstay architectural coatings business, such as the Natrosol™ hydroxyethyl cellulose (HEC) and Aquaflow™ nonionic synthetic associative thickeners (NSAT) offerings.

"Ashland's platform technologies signal a new era for paint formulation," said Dago Caceres, vice president and general manager, specialty additives, Ashland. "We are going beyond rheology and putting the power of our people and products in the hands of formulators to help them create sustainable and differentiated products. The possibilities are limitless."

To learn more, visit: [ashland.com/ACS24](https://ashland.com/ACS24)

### **About Ashland**

Ashland Inc. (NYSE: ASH) is a global additives and specialty ingredients company with a conscious and proactive mindset for environment, social and governance (ESG). The company serves customers in a wide range of consumer and industrial markets, including architectural coatings, construction, energy, food and beverage, nutraceuticals, personal care and pharmaceutical. Approximately 3,800 passionate, tenacious solvers – from renowned scientists and research chemists to talented engineers and plant operators – thrive on developing practical, innovative and elegant solutions to complex problems for customers in more than 100 countries. Visit [ashland.com](https://ashland.com) and [ashland.com/ESG](https://ashland.com/ESG) to learn more.

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