



Ashland showcases innovative, environmentally sustainable¹ additives for coatings and specialty markets at European Coatings Show

March 24, 2025

WILMINGTON, Del. March 24, 2025 – Ashland Inc. (NYSE: ASE) is harnessing its innovative technologies as a leader in rheology modifiers, broadening its coatings and specialty markets portfolio with new products that respond to the demand for optimal performance and supporting sustainability with attributes including low VOCs, or solvent and biocide-free. The company is showcasing these innovations at The European Coatings Show (ECS), taking place in Nuremberg, Germany, March 25-27, 2025, booth 3-642.

Demonstrating its commitment to innovation, Ashland will feature additives that empower formulators to develop differentiated products, enabling organic growth. During the ECS, Ashland will spotlight Easy Wet™ 435, a new grade substrate wetting agent under the Super Wetters technology platform. This nonionic substrate is particularly effective in challenging applications and is sustainable where it offers low VOC levels².

Ashland is also introducing pHlex™ Zero, a pH neutralizer designed to address the long-standing challenge of odor reduction during manufacturing while still ensuring optimal performance in waterborne paints and coatings. This product offers long-term stability and prevents yellowing, while also maintaining low VOC emissions², making it a sustainable choice for formulators.

The company is expanding its rheology modifiers offering by innovating sustainable solutions without sacrificing performance. Aquaflow™ ECO is the latest addition to the proven nonionic synthetic associative thickeners (NSATs) portfolio. This product provides a sustainable alternative to liquid synthetic rheology modifiers, as it contains no biocides, is solvent-free and comes in solid flakes. It delivers consistent viscosity control and superior performance.

"Ashland's commitment to innovation is all about anticipating and meeting our customers' needs and the evolving trends in the industry," said Dago Caceres, Senior Vice President and General Manager of Specialty Additives. "We strive to empower formulators with reliable solutions that enable them to create sustainable and exceptional products."

To explore Ashland's innovative solutions, contact a solver or request a sample, visit the European Coatings Show at booth 3-642 or learn more on the [ECS landing page](#).

About Ashland

Ashland Inc. (NYSE: ASH) is a global additives and specialty ingredients company with a conscious and proactive mindset for environmental, 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 3,200 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](#) and [ashland.com/ESG](#) to learn more.

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¹ Sustainable in use: product determined to provide sustainability benefits when used, through innovative solutions that enhance sustainability product profiles in product applications, or which promote social sustainability through health and wellness benefits

²: low VOC: VOCs as measured using ASTM D-6886. Thresholds for low VOC are aligned with generally accepted limits for paints and coatings of <50 g/L for "low VOC" and <5 g/L for "zero VOC"

FOR FURTHER INFORMATION:

Ashland
Lin Nordmeyer
302-545-9882
lin.nordmeyer@ashland.com