



June 9, 2011

New Ashland Inc. product improves results for papermakers using recycled fiber

WILMINGTON, Del. – A recent advancement from [Ashland Hercules Water Technologies](#), a commercial unit of Ashland Inc. (NYSE: ASH), now helps papermakers reduce problems with tacky substances in the complete paper- machine loop – from pulper to reel. Ashland's new [DeTac™ DC777E stickies-control technology](#) eliminates most problems associated with using recycled material by effectively reducing the deposition potential of organic contaminants.

“Our new DeTac DC777E stickies-control chemical composition performs under a wide range of pH, temperature, conductivity and redox potential,” said Roland Fliegen, platform launch manager, Contaminant Control, Pulp and Antifoam, Ashland Hercules Water Technologies. “When used together with Ashland's other pitch- and stickies-control products, the new DeTac DC777E technology enables papermakers to obtain a level of control that keeps machines running and minimizes downtime.”

Ashland's new DeTac DC777E stickies-control technology is compatible with existing wet-end chemistry programs and complies with Food and Drug Administration regulations, REACH and the European BfR risk assessment standards. For more information about DeTac DC777E, contact Fliegen at +49-177-749-9104 or by email at rfliegen@ashland.com.

Ashland Hercules Water Technologies is a leading global producer of papermaking chemicals and a leading specialty chemicals supplier to the pulp, paper, commercial and institutional, food and beverage, chemical, mining and municipal markets. Its process, utility and functional chemistries are used to improve operational efficiencies, enhance product quality, protect plant assets and ensure environmental compliance.

In more than 100 countries, the people of Ashland Inc. (NYSE: ASH) provide the specialty chemicals, technologies and insights to help customers create new and improved products for today and sustainable solutions for tomorrow. Our chemistry is at work every day in a wide variety of markets and applications, including architectural coatings, automotive, construction, energy, personal care, pharmaceutical, tissue and towel, and water treatment. Visit www.ashland.com to see the innovations we offer through our four commercial units – Ashland Aqualon Functional Ingredients, Ashland Hercules Water Technologies, Ashland Performance Materials and Ashland Consumer Markets (Valvoline).

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