



News Release

Who fixes and finishes your print to perfection?

Ashland premieres new range of curable coatings and adhesives at Labelexpo

Brussels, Belgium September 24, 2019, Ashland has launched a new European range of PureLED™ UV-LED and H-UV curable coatings and adhesives. These new products are designed to offer solutions to the new global industry trend of UV LED technology. These LED products are dual-curable by both UV LED and H-UV and will run at high speed, providing excellent surface cure and are optimized to prevent yellowing.

PureRad™ UV curable high-performance specialty coatings and adhesives can fix the special feel you are looking for. At Labelexpo, Ashland will be showcasing several examples: our UV luxury feel coating, our tactile coating with paper-feel effect and our textured, rough-feel coating.

“Migration compliance is still a big issue; many companies are struggling with finding the right advice and solutions. At Ashland not only can we offer you the best-in-class range of UV curable migration compliant coatings, adhesives and primers. We also work closely together with our customers offering regulatory expertise and analytical capabilities to help make their labels safe and compliant,” said Stuart May, Business Director – Adhesives EMEA.

Ashland will also launch a new range of digital primers for the European market. These new primers will offer digital printers the assurance of instant ink fixation, high resistance and durability during the life cycle of the label. “Our Purekote™ digital primers create a consistent surface, which results in a consistent print, offering printers guaranteed quality work when using digital printing,” said Jacob van der Bent, European Sales Manager – Adhesives.

Ashland is expanding its network in Europe, Middle East & Africa and is actively seeking new distributors that are specialized in advanced coatings, primers and adhesives to work in partnership. For more information visit the Ashland booth at Labelexpo – 4C23 – and talk to one of our solvers.

About Ashland

Ashland Global Holdings Inc. (NYSE: ASH) is a premier global specialty chemicals company serving customers in a wide range of consumer and industrial markets, including adhesives, architectural coatings, automotive, construction, energy, food and beverage, nutraceuticals, personal care and pharmaceutical. At Ashland, we are approximately 4,000 passionate, tenacious solvers – from renowned scientists and research chemists to talented engineers and plant operators – who thrive on developing practical, innovative and elegant solutions to complex problems for customers in more than 100 countries. Visit www.ashland.com/industries/packaging-printing-and-graphics

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