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Ashland launches new flexible packaging adhesive at Pack Expo USA 2010

DUBLIN, Ohio – An adhesive with excellent clarity and superior final bonding is being introduced Oct. 31 – Nov. 3 at Pack Expo USA 2010 in Chicago by Ashland Performance Materials, a commercial unit of Ashland Inc. (NYSE: ASH). Purelam™ 6000/6050 solventless laminating adhesive is the latest addition to Ashland's adhesives portfolio for use in flexible packaging.

Purelam 6000/6050 adhesive is solventless and can be used in flexible packaging for indirect food packaging or industrial packaging applications. "The benefits of this new adhesive include longer laminator working time combined with fast full cure and improved resistance to ink resolubility," said Keith King, technical service representative for Performance Materials. "This means our customers enjoy improved productivity while minimizing waste."

The new adhesive is compatible with high-speed laminating and delivers excellent clarity even under demanding production schedules. Purelam 6000/6050 adhesive is also formulated to provide for easy cleanup, which is an attribute usually not reflected in other types of flexible packaging adhesives. For more information about Purelam adhesives, contact Keith King at (614) 790-4076.

Ashland Performance Materials is the global leader in unsaturated polyester resins and epoxy vinyl ester resins. In addition, it provides customers with leading technologies in gelcoats, pressure-sensitive and structural adhesives, coatings and metal casting consumables and design services.

Ashland Inc. (NYSE: ASH) provides specialty chemical products, services and solutions for many of the world's most essential industries. Serving customers in more than 100 countries, it operates through five commercial units: Ashland Aqualon Functional Ingredients, Ashland Hercules Water Technologies, Ashland Performance Materials, Ashland Consumer Markets (Valvoline) and Ashland Distribution. To learn more about Ashland, visit www.ashland.com.

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