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Ashland Performance Materials launches Arocure™ UV-curable hot melt pressure sensitive adhesives for specialty tapes applications

DUBLIN, Ohio - Ashland Performance Materials, a commercial unit of Ashland Inc. (NYSE: ASH) and the world leader in solvent-based pressure sensitive adhesive (PSA) technology, is introducing Arocure™ 100 percent solids, UV-curable hot melt pressure sensitive adhesives (PSA) into their commercially available adhesive range for specialty tapes applications.

Compared with solvent-based PSAs, Arocure offers a more efficient avenue to create thicker adhesive film for specialty tape applications. Aroset UV-curable hot melt PSAs can be melted and applied at elevated temperatures (>100°C). The adhesive film is cured by exposing to UV radiation. This process is more environmentally responsible, as there are no drying ovens or incinerators required. The instantaneous curing upon exposure to UV radiation also provides higher coating line speeds, thus helping to improve productivity.

"Ashland's UV-curable PSA technology platform provides a new way of making pressure sensitive adhesives," said Dr. Zhaohui Sun, technical group leader and product specialist, UV PSA. "By controlling the design of the polymer, PSAs with different balances of adhesion and cohesion can be developed for various applications. For example, Arocure RPS-9100S pressure sensitive adhesive combines a unique balance in tack, peel and shear properties, and features adhesion to low surface energy (LSE) surfaces. It may be a good candidate for industrial tapes applications where adhesion to low surface energy surface is desirable."

"UV-curable PSAs have been an area of interests in the adhesives industry for decades," said David Hatgas, global director, packaging and converting adhesives and coatings. "By adding the Arocure 100-percent solids UV-curable hot melt PSAs to our product offering, we have greatly expanded the technical capabilities for our customers and provided them with greater range of solutions for their business."

To learn more about this adhesive or Ashland's wide range of products, please visit Ashland's adhesives experts in booth #27 at the Pressure Sensitive Tapes Council's Tape Summit in New Orleans, La., May 13-17, 2013, or visit our website at ashland.com/PSAs.

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

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, food and beverage, personal care, pharmaceutical, tissue and towel, and water treatment. Visit ashland.com to see the innovations we offer through our four commercial units - Ashland Specialty Ingredients, Ashland Water Technologies, Ashland Performance Materials and Ashland Consumer Markets.

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