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Ashland to introduce expanded technology portfolio at Middle East Coatings Show

SCHAFFHAUSEN, Switzerland – A new and expanded portfolio of alkylphenolethoxylate-free (APEO-free) specialty additives for improving gloss, leveling, color development, freeze-thaw stability and consistency of paints and coatings will be introduced by Ashland Aqualon Functional Ingredients at the Middle East Coatings Show, March 29 – 31, in Dubai. Ashland Aqualon Functional Ingredients, a commercial unit of Ashland Inc. (NYSE:ASH), will introduce these innovative technologies during the show at stand A2.

Ashland's newly-expanded portfolio now provides formulators and manufacturers with more options for performance improvements and control. Drewplus® foam control agents and pHLEX® neutralizer, for example, provide customers with improvements that simplify manufacturing and deliver functional benefits to paint and coating formulations.

Ashland will also showcase its leading rheology and performance-enhancing technologies that include Natrosol® hydroxyethylcellulose, Natrosol Plus modified hydroxyethylcellulose, Aquaflow® and Aquaflow XLS nonionic synthetic associative thickeners, Advantage® foam control agents, and Dextrol® and Strodex® phosphate ester surfactants. For more information contact Mazen Hamadeh, regional sales manager for Middle East and Africa, at 009714 7017 131.

Ashland Aqualon Functional Ingredients is a leading producer of cellulose ethers worldwide. It provides specialty additives and functional ingredients that manage the physical properties of aqueous and non-aqueous systems including rheology control, water retention, bonding strength, film formation, conditioning, deposition and stabilization. Many of its products - used in paints and coatings, construction, food, personal care, pharmaceuticals, oil and gas field production and specialty industries - are derived from renewable and natural raw materials.

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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