News Release

Ashland introduces new Purekote™ 29100 water-based inkjet primer series

WILMINGTON, Del., February 22, 2021, Designed for water-based inkjet on-demand printing, Ashland's coater-ready Purekote™ 29100 primer series offers a versatile range of high gloss, matte and satin finishes for the label, packaging and graphic arts markets.

"As digital print continues to proliferate into the traditional printing space, water-based inkjet technology has made significant strides in performance and economics versus other digital platforms and has the highest projected growth rate within the next five years," said Catherine Heckman, business unit director, laminating adhesives and coatings, Ashland. "Joining Ashland's UV and electrophotographic inkjet product lines, Purekote™ 29100 series is a strong complement to our digital primer portfolio.

Purekote™ 29100 water-based inkjet satin, Purekote™ 29101 water-based inkjet matte and Purekote™ 29102 water-based inkjet gloss provides excellent ink fixation, immediate primer cure, and water resistance and they are compatible with a wide variety of paper and film substrates.

About Ashland
Ashland Global Holdings Inc. (NYSE: ASH) is a premier specialty materials company with a conscious and proactive mindset for sustainability. The company serves 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. Approximately 4,200 passionate, tenacious solvers – from renowned scientists and research chemists to talented engineers and plant operators – thrive on developing practical, innovative and elegant solutions to complex problems for customers in more than 100 countries. Visit ashland.com and ashland.com/sustainability to learn more.

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