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Ashland expands global Natrosol™ hydroxyethylcellulose production

WILMINGTON, Del.— [Ashland Inc.](#) (NYSE: ASH) is responding to strong demand for [Natrosol™ hydroxyethylcellulose](#) (HEC) by expanding HEC production across its global network through capacity additions at its facilities in Nanjing, China, and Zwijndrecht, the Netherlands. The new capacity of 7,000 metric tons being added will further reinforce Ashland's leading position in the market and will enable the company to continue supporting the growing needs of its customers. In addition, Ashland is increasing production of its Natrosol™ Plus hydrophobically modified HEC product line at its Parlin, N.J., plant.

Natrosol™ HEC is a cellulosic polymer used as an additive in a wide variety of water-based consumer and industrial products including latex paints, paper coatings and personal care items such as shampoos and shower gels. As the global leader, Ashland has four dedicated HEC manufacturing facilities located in the U.S., the Netherlands and China that enable Ashland to respond to changing market requirements and increase the security of supply to its customers.

"Ashland is committed to having sufficient manufacturing capacity available to serve our customers," said John Panichella, president, [Ashland Specialty Ingredients](#). "I am extremely pleased with the success of the Nanjing facility and particularly proud that we anticipated the needs of the market by building a world-class hydroxyethylcellulose plant in Asia to support our customers. We had a very successful Phase I start-up of this facility. Now, to help our customers capitalize on future growth opportunities, we are moving forward with Phase II of the project to add additional capacity."

"This expansion also reinforces our commitment to offer locally produced, products backed with superior technical support," said Dale MacDonald, vice president, Coating Additives, Ashland Specialty Ingredients. "Over the next few years, Ashland expects steady growth in the field of cellulose ethers driven by the need for materials that have reduced impact to the environment and are from renewable resources. As the world's leading producer of cellulose ethers, with many of our products derived from renewable and natural raw materials, Ashland is well-positioned to meet this increasing market demand."

Ashland Specialty Ingredients offers industry-leading products, technologies and resources for solving formulation and product performance challenges in key markets including [personal care](#), [pharmaceutical](#), [food and beverage](#), [coatings](#) and [energy](#). Using natural, synthetic and semi-synthetic polymers derived from plant and seed extract, cellulose ethers and vinyl pyrrolidones, Ashland Specialty Ingredients offers comprehensive and innovative solutions for today's demanding consumer and industrial applications.

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 www.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 (Valvoline).

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