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## **Ashland Inc. to launch new product portfolio for narrow-web printing at Labelexpo Europe**

BARCELONA, Spain – [Ashland Performance Materials](#), a commercial unit of Ashland Inc. (NYSE: ASH), is launching new versatile products for narrow-web printing at this year's Labelexpo Europe exhibition in Brussels, Belgium, Sept. 28 - Oct. 1.

Technical sales and applications experts from Ashland Performance Materials will be available at the Brussels Exposition Center in Hall 11, stand 11s85, to illustrate the benefits of Ashland's comprehensive portfolio of varnishes, adhesives and coatings for narrow-web printing.

"We are excited to introduce a new portfolio of products with outstanding functionality in narrow-web printing applications," said Stuart May, director of sales, Ashland Performance Materials, Europe, Middle East and Africa. "Ashland's UV and water-based varnishes, adhesives and coatings are used in applications including food packaging, labels and tags, commercial printing, protective packaging and graphic arts. These unique technologies provide a number of process and end-product benefits to manufacturers to help improve their performance."

Ashland's Pureseal™ 23323E water-based synthetic cold-seal adhesive provides benefits for flexographic food packaging printing that include enabling shorter specialized runs, which are of particular importance in the confectionery bar market, and that it can be applied as an overall coat or pattern. It seals packages comprised of biaxially oriented polypropylene (OPP), white OPP metalized OPP, polyester and other substrates suitable for food packaging. It also releases from release-treated films or release lacquer-coated substrates and complies with U.S. Food and Drug Administration regulations for food packaging.

Ashland's other new adhesive technologies are UV curable low-migration varnishes and laminating adhesives. These products provide benefits to a broad range of food packaging applications. The instantaneous UV cure associated with these products is based on a stable, one-component system with near-zero volatile organic compounds. These technologies are designed specifically for flexographic printing but are also suitable for other application methods including gravure and multi-roll coating equipment. Ashland's UV curable low-migration varnishes and laminating adhesives are ideal for use with many different types of substrates such as packaging films, foils and papers.

In addition, Ashland offers an extensive range of liquid UV-curable, pressure-sensitive adhesives (PSAs) for narrow-web-flexo applications. These technologies cover a vast array of processes. They are suitable for in-line application as an alternative to conventional PSA label-stock and can also achieve pattern application for specialty label constructions such as expandable information labels, booklet and coupon constructions. Ashland's portfolio also includes specialty products, such as a cold-foil transfer adhesives and adhesive deadeners.

To learn more about Ashland's innovative varnishes, adhesives and coatings product lines, please contact a sales associate at [PMeuropesales@ashland.com](mailto:PMeuropesales@ashland.com) or visit our website at [www.ashland.com](http://www.ashland.com).

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.

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, personal care, pharmaceutical, tissue and towel, and water treatment. Visit [www.ashland.com](http://www.ashland.com) to see the innovations we offer through our four commercial units – Ashland Aqualon Functional Ingredients, Ashland Hercules Water Technologies, Ashland Performance Materials and Ashland Consumer Markets (Valvoline).