



Ashland emphasizes enhanced regional focus, highlights new product innovations and collaborations for rethinking modern coatings' formulations

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WILMINGTON, Del., March 28, 2023 – Ashland is bringing together a range of expert solvers and new product innovations during the European Coatings Show (ECS), March 28 – 30, 2023 in Nuremberg, Germany, hall 3, stand 3-460 to help manufacturers rethink their paint and coatings' formulations. During the show the company will be demonstrating how their enhanced regional focus, strong customer collaborations and conscious-to-cutting-edge innovations enable paint and coatings manufacturers to rethink modern coatings that include enhanced performance and safety with consideration for the environment.

The company has recently introduced Aquaflow™ ECO-300 rheology modifier, a high shear effective rheology modifier allowing the formulation of biocide-free paints and reducing the carbon footprint during transportation due to the 100 percent active solid dosage form.

Ashland's show presence takes visitors on a room-to-room booth experience. So, whether manufacturers are interested in collaborating on unique performance attributes, or desire safer, more sustainable coatings, Ashland has the products, platforms, and people to help differentiate manufacturers' formulations while responsibly solving the issues most important to their local markets.

Ashland's product solutions and platforms help customers expand the possibilities of customized, formulations that address the unique needs of countries, cultures, and consumers across the globe. With consumers' desires shaping global megatrends and regulatory landscapes, paint and coatings manufacturers need partners who can help solve challenges that meet specific consumer needs in their local markets. Ashland has put clear stakes in the ground for performance, safety and the environment with innovations that leap off the lab bench and into the can to support manufacturers' market growth and delight consumers.

"Over the last few years, Ashland has driven decision-making deeper into the regions and countries we serve," explained Chris Brown, vice president, coatings, Ashland. "Nowhere is this truer than across the European coatings markets where local regulatory and consumer contexts drive formulations, product attributes and areas of focus. By empowering our European experts, we can help our customers lower their costs, improve product performance and safety while also considering sustainability for paints that consumers demand. It's a clear example of how we put the power of our products and people in the hands of our customers."

In addition to Aquaflow™ ECO-300 rheology modifier, Ashland is highlighting its flagship Natrosol™ Plus HEC product range, giving best performance in terms of spatter resistance and overall robustness of paint formulations and its Culminal™ ECOF cellulose ether for the Cementitious Tile Adhesives market within the Construction industry which permits the use of lower quality cement/alternative binder systems, while delivering performance as per the highest industry standards. The company will soon launch a new rheology technology platform that will further increase the company's ability to deliver value to customers, the industry and consumers alike.

For more information visit [Ashland.com/ecs23](https://www.ashland.com/ecs23)

About Ashland

Ashland Inc. (NYSE: ASH) is a global additives and specialty ingredients company with a conscious and proactive mindset for environment, social and governance (ESG). The company serves customers in a wide range of consumer and industrial markets, including architectural coatings, construction, energy, food and beverage, nutraceuticals, personal care and pharmaceutical. Approximately 3,900 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](https://www.ashland.com) and [ashland.com/ESG](https://www.ashland.com/ESG) to learn more.

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