



## News Release

### **Ashland showcases innovative additives supporting sustainable solutions for architectural and industrial coatings at American Coatings trade show**

WILMINGTON, Del., May 4, 2026 — Ashland Inc. (NYSE: ASH), a long-standing leader in architectural coatings additives, will showcase its expanded and growing solutions portfolio for industrial coatings during the American Coatings Show (ACS), May 5–7, 2026, Indianapolis, Ind., booth #1248.

The innovations include technologies that deliver high-performing, more sustainable coating formulations across a broad range of demanding industrial and architectural applications.

As a trusted provider of additives for the architectural coatings industry, Ashland is an increasingly important partner for industrial applications. During the tradeshow, Ashland will showcase technologies for metal, wood, and general industrial formulations. These solutions highlight Ashland's collaboration with customers to meet performance needs and address regulatory and sustainability challenges.

“Close collaboration is what drives meaningful innovation in coatings,” said Dago Caceres, senior vice president and general manager, specialty additives, Ashland. “By combining customer insight with our exceptional additives expertise, we’re developing solutions that improve application performance while aligning with sustainability expectations.”

#### **Product highlights at the show will include:**

- **aquavis™ uls 250 and aquavis™ uls 255** nonionic synthetic associative thickeners (NSATs) — rheology modifiers that build Stormer (KU) viscosity and provide enhanced formulation control, delivering excellent flow and leveling; aquavis™ ULS 255 is a low-VOC option
- **easy-Wet™ 310 substrate wetting agent** — from the Ashland Technology Platforms, this high-performing wetting agent is for demanding industrial, specialty and architectural coatings, including metal and wood coatings with low VOC impact

- **easy-release™ br-110 specialty surfactant** — supports improved block resistance in waterborne coatings and is PFAS- and APEO-free with low VOC impact
- **drewplus™ foam control agents**, including TS-4482, S-4375 and S-4386 — advanced defoamer solutions designed for demanding industrial coating systems
- **pHlex™ zero pH neutralizing agents** — low-VOC solutions designed to support performance, regulatory, and sustainability requirements

During ACS, Ashland technical experts will make presentations at a designated ACS space on the show floor, sharing insights into advanced wetting and foam control technologies for industrial coatings:

- Advancing from Conventional Substrate Wetting to Super Performance  
*Max Staver, PhD - scientist*  
Tuesday, May 5 | 3:00 PM
- High Performance Defoamers for Industrial Coatings  
*Weij Zhao, PhD – senior scientist*  
Wednesday, May 6 | 9:40 AM

Ashland will also promote iSolve™, its customer portal, providing streamlined access to product information, technical data sheets, regulatory documentation, and application-focused insights.

To learn more, visit **booth #1248** at the American Coatings Show or go to [ashland.com/ACS2026](https://ashland.com/ACS2026)

## About Ashland

Ashland Inc. (NYSE: ASH) is a global additives and specialty ingredients company with a conscious and proactive mindset for environmental, 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, personal care and pharmaceutical. Approximately 2,900 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://ashland.com) and [ashland.com/ESG](https://ashland.com/ESG) to learn more.

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**FOR FURTHER INFORMATION:**

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