



News Release

Ashland's solvers increase usability with introduction of new pressure sensitive adhesive at Labelexpo Americas

DUBLIN, Ohio, September 24, 2018 – Ashland is introducing a new, all-temperature emulsion acrylic pressure sensitive adhesive that provides multiple benefits for packaging laminators and coaters at Labelexpo Americas 2018, Rosemont, Illinois, September 24-27, 2018.

Flexcryl™ SP-48 emulsion adhesive is an improved all-temperature, coater-ready, water-based acrylic pressure sensitive adhesive (PSA) for permanent paper and film applications that require aggressive adhesion, even at low temperatures.

Flexcryl™ SP-48 PSA provides multi-functional benefits in combination with improved adhesive-converting ability.

- Integrity at low temperature bonding
- Very high tack and rapid wet out on rough surfaces
- Significantly improved shear, converting capability and label stripping ability
- Excellent latex stability resulting in lower coagulum and grit
- APEO surfactant-free and FDA (21 CFR § 175.105) compliant
- Greatly reduced tendency to exhibit edge ooze in converting and die cutting operations

Flexcryl™ SP-48 PSA is designed for use with permanent paper, thermal paper and clear film labels, as well as a variety of adhesive applications that require aggressive performance at low temperatures.

“Flexcryl™ SP-48 PSA combines class-leading all-temperature adhesion and tack performance with greatly improved web converting and label stripping capabilities,” said Lars Kilian, PhD, senior group leader, PSA product and applications development, Ashland,

“Flexcryl™ SP-48 PSA's low temperature bonding, combined with improved shear and impressive tack, make this product a must-have for the label market,” added Todd McMillen, global industry manager, PSA, Ashland.

About Ashland

Ashland Global Holdings Inc. (NYSE: ASH) is a premier global specialty chemicals company serving customers in a wide range of consumer and industrial markets, including adhesives, architectural coatings, automotive, construction, energy, food

and beverage, personal care and pharmaceutical. At Ashland, we are approximately 6,500 passionate, tenacious solvers – from renowned scientists and research chemists to talented engineers and plant operators – who thrive on developing practical, innovative and elegant solutions to complex problems for customers in more than 100 countries. Visit ashland.com to learn more.

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