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Ashland brings top coating technologies to China coatings exposition

SHANGHAI – Coatings technologies that provide performance enhancements for paint and coatings manufacturers and can exhibit positive environmental profiles are being featured Sept. 27 – 29 by Ashland Aqualon Functional Ingredients, a commercial unit of Ashland Inc. (NYSE: ASH), at ChinaCoat 2010 in Guangzhou. Recognizing the emphasis in China for more environmentally friendly products, Ashland is showcasing many products that are derived from natural or renewable raw materials.

“ChinaCoat provides a perfect platform to showcase our leadership in technology, products and services for the Asian paint and coatings industry,” said Scott Dautel, global marketing manager, Coatings Additives. “With our newly constructed manufacturing plant in Nanjing, our customers will enjoy the benefits of local production in the rapidly expanding coatings markets of China and Asia Pacific.”

Ashland’s flagship brands for the paint and coatings industry include Natrosol™ hydroxyethylcellulose (HEC), Aquaflow™ synthetic thickeners, Drewplus™ and Advantage™ foam control agents, and Dextrol™ and Strodex™ phosphate ester surfactants. Ashland sales and technical experts will showcase these products and others in Hall 92, booth number 9D01-08, during the ChinaCoat 2010 event.

Later this year, Ashland will celebrate the grand opening and start-up of a new manufacturing site in China dedicated to producing HEC products. This world-class facility, located in the Nanjing Chemical Industry Park, is Ashland’s fourth HEC production facility, joining those in North America and the Netherlands.

In addition to high-volume local production of HEC, this investment includes an applications laboratory and training facilities. Natrosol HEC is a cellulosic polymer used as an additive in a wide variety of industrial and consumer products including latex paints, paper coatings, and personal care items such as shampoos and shower gels.

Ashland Aqualon Functional Ingredients is a leading producer of cellulose ethers worldwide. It provides specialty additives and functional ingredients that manage the physical properties of aqueous and non-aqueous systems including rheology control, water retention, bonding strength, film formation, conditioning, deposition and stabilization. Many of its products – used in paint and coatings, construction, food, personal care, pharmaceuticals, oil and gas field production and specialty industries – are derived from renewable and natural raw materials.

Ashland Inc. (NYSE: ASH) provides specialty chemical products, services and solutions for many of the world’s most essential industries. Serving customers in more than 100 countries, it operates through five commercial units: Ashland Aqualon Functional Ingredients, Ashland Hercules Water Technologies, Ashland Performance Materials, Ashland Consumer Markets (Valvoline) and Ashland Distribution. To learn more about Ashland, visit www.ashland.com.

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