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Ashland to increase North American pricing for vinyl-acetate-based polymer emulsions

DUBLIN, Ohio – Ashland Performance Materials, a commercial unit of Ashland Inc. (NYSE: ASH), is increasing the price of its homopolymer and copolymer vinyl-acetate emulsions, and its vinyl-acrylic emulsions, sold in North America by 3 cents per wet pound effective April 1, or as agreements allow.

"Despite Ashland's efforts to mitigate the impact of continued rising raw material costs and other factors that influence product pricing, the dramatic escalation in the cost of key raw materials for these products, particularly vinyl acetate and acrylic monomers, necessitates this price increase," said Gary Landsettle, vice president, North American Sales, Ashland Performance Materials. "Responding to changing market conditions allows Ashland to continue to provide innovative products and industry-leading product support that add value for customers."

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, coatings and metal casting consumables and design services.

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.