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Ashland to increase pressure-sensitive adhesives prices in EMEA

BARCELONA, Spain – Ashland Performance Materials, a commercial unit of Ashland Inc. (NYSE: ASH), is increasing the price of Aroset™ pressure-sensitive adhesives sold in Europe, the Middle East and Africa (EMEA), by up to 250 euro per ton effective April 1, or at the earliest possible time depending on individual customer contracts. Aroset adhesives are used in medical and graphic arts applications plus many consumer products such as tapes, labels and decals.

The price increase is driven by the ongoing rise in the cost for acrylate monomers and other key raw materials used to manufacture pressure-sensitive adhesives. Responding to changing market conditions allows Ashland to continue to provide innovative products and industry-leading 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, and pressure-sensitive and structural adhesives.

In more than 100 countries, the people of Ashland Inc. (NYSE: ASH) provide the specialty chemicals, technologies and insights to help customers create new and improved products for today and sustainable solutions for tomorrow. Our chemistry is at work every day in a wide variety of markets and applications, including architectural coatings, automotive, construction, energy, personal care, pharmaceutical, tissue and towel, and water treatment. Visit www.ashland.com to see the innovations we offer through our five commercial units – Ashland Aqualon Functional Ingredients, Ashland Hercules Water Technologies, Ashland Performance Materials, Ashland Consumer Markets (Valvoline) and Ashland Distribution.

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