

February 8, 2016

## **Ashland launches marine gelcoat with mirror-like deep black finish**

DUBLIN, Ohio – Ashland Performance Materials, a business unit of Ashland Inc. (NYSE: ASH), introduces Maxguard™ MRR Ultra Jet Black gelcoat which allows boat manufacturers to produce vessels with the deep black color and crisp, mirror-like finish that today's boat buyer wants.

"It wasn't long ago that the full palette of boat finish colors consisted only of white or off white," said Ryan Wilkins, Ashland marine gelcoat product manager, North America. "Today's buyers are sophisticated, they want choices. Maxguard MRR Ultra Jet Black gelcoat enables marine manufacturers to meet that demand so they can remain competitive in the market."

Maxguard MRR Ultra Jet Black gelcoat provides a deep, rich black with depth and body, and glassy smooth finish. Maxguard MRR Ultra Black gelcoat is easy for manufacturers to apply and has high-performing properties such as improved weathering, flexibility, scratch resistance and repair ability.

Maxguard MRR Ultra Jet Black specialty marine gelcoat joins the comprehensive portfolio of marine products offered by Ashland. For decades, Ashland has served the best boat builders in the world with new technologies that deliver unmatched quality and performance.

### **About Ashland Inc.**

Ashland Inc. (NYSE: ASH) is a global leader in providing specialty chemical solutions to customers in a wide range of consumer and industrial markets, including architectural coatings, adhesives, automotive, construction, energy, food and beverage, personal care and pharmaceutical. Through our three business units – Ashland Specialty Ingredients, Ashland Performance Materials and Valvoline – we use good chemistry to make great things happen for customers in more than 100 countries. Visit [ashland.com](http://ashland.com) to learn more.

– 0 –

### **FOR FURTHER INFORMATION:**

Ashland Performance Materials

Media Relations

Sandra Derthick

+1 (614) 790-1957

[saderthick@ashland.com](mailto:saderthick@ashland.com)