



## Ashland to Showcase Composites House at 2011 JEC Composites Show in Paris

Paris (Vocus/PRWEB) March 22, 2011

A concept house made almost entirely from composite materials will be one of the featured attractions at the JEC Composites Show in Paris, March 29 — 31. The house, constructed and displayed by Ashland Performance Materials, a commercial unit of Ashland Inc. (NYSE: ASH), is an innovative residential house that showcases composite applications in construction.

The house, located at stand D-63, features structural walls, roof trusses, skylights, window trim, patio doors and other components that are made from composite materials manufactured by Ashland's customers. In addition, visitors to the display will find Ashland's materials used in composites throughout the house, such as a propane gas fuel cylinder, recycled glass table, solid surface countertops and a shower surround. The display showcases Ashland's unparalleled choices for composite building and construction applications.

"The Ashland house provides a real-world example of the infinite possibilities for the use of composites in unique building and construction applications," said Stefan Osterwind, commercial director, Ashland Performance Materials for Europe, the Middle East, Africa and India. "We are committed to continuing our work within the composites industry in Europe and around the world to introduce and exchange new ideas to gain greater acceptance for the use of composite products over traditional materials, such as steel, aluminum, concrete or timber."

During the event, Ashland also will highlight its complete portfolio of product and service solutions for the wind power, transportation, and marine markets, as well its industry-leading [Derakane](#)<sup>™</sup> epoxy vinyl ester resins for corrosion-resistant and fire-retardant applications. In January, Ashland introduced Derakane 610C-200 epoxy vinyl ester resin, which is specifically designed for use in structural fiberglass reinforced polymer (FRP) applications that require a level of fire resistance, such as bridges, columns and beams.

In addition, Ashland will host two technical presentations during the show. On Tuesday, March 29, 2:30 - 3 p.m., Bob Moffit, senior product manager, will introduce the Ashland-sponsored [CompositeBuild.com](#) website, a new interactive tool designed to promote the use of composites within the European building and construction market. On Wednesday, March 30, at 2 - 2:30 p.m., John Baetz, industry manager, will present Ashland's new [Pliogrip](#)<sup>™</sup> acrylic adhesive technology, which is now available the European market for bonding composites in marine and transportation applications.

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 <http://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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