

September 13, 2016

## **At Label Expo 2016, Ashland focuses on helping narrow web converters understand flexible packaging production**

*Toxicologist Dr. Joe Spinnato will present the latest on laminating adhesives for flexible packaging as part of the expo's educational sessions.*

**DUBLIN, Ohio** –The flexible packaging market is experiencing significant growth. Thus, many narrow web converters in the label market are looking to add flexible packaging to their operations. Ashland, with its history in the flexible packaging market and its relationships across the industry, is well positioned to help narrow web companies make educated decisions about entering the market. The company will focus on the journey into flexible packaging during Label Expo, September 13 to 15 at the Stephens Convention Center near Chicago. Ashland will be in booth 1620.

“As a leading supplier of adhesives and coatings, Ashland has strong ties with key players in all corners of the industry,” said David Hatgas, global business director, adhesives and coatings, Ashland. “We have a toxicologist on staff, and we are well-versed in working with FDA and other regulatory agencies. With this knowledge and our relationships with equipment manufacturers, we can be a valuable resource for companies looking to get into flexible packaging.”

Ashland offers a broad product line for flexible packaging applications including water-based, solvent-based, radiation-curable, and solvent-free laminating adhesives and coatings. The portfolio includes the recently launched Purekote™ 23589, a water-based, soft-touch matte coating, and Purelam™ 9500/9240, a solvent-free laminating adhesive with ultra-low migration. Both products have been evaluated by the FDA and can be used in food packaging applications. Aroset™ 2570 is an excellent resealable pressure sensitive adhesive (PSA) for the packaging of wet and dry goods such as baby wipes and moist towelettes. Aroset 2570 adhesive provides good peel adhesion to a variety of surfaces and does not contribute to residue build.

“We’re continually building our expertise and product lines,” said Hatgas. “We are growing in digital and resealable technologies, and in LED-curables for many applications.”

In addition, Ashland Toxicologist Dr. Joseph Spinnato will present Ashland’s latest advancements in laminating adhesives and explain chemical migration in flexible packaging for both food and non-food applications. The presentation, in conjunction with the equipment manufacturer Mark Andy, Inc. and converting company Global Packaging Solutions, Inc., is titled “Moving into new markets: film labels and flexible packaging” and will address:

- Flexible packaging: a natural market for the label converter?
- Advantages of a completely integrated workflow for labels and package printing
- Meeting future demands through single sourcing and print consistency

The presentation takes place Wednesday, September 14 at 4 p.m.

Ashland will also showcase its products for traditional label applications. This includes Aroset solvent acrylic and emulsion acrylic PSAs, Flexcryl™ emulsion acrylic PSAs, PureRad™ UV/EB adhesives and coatings, and Purekote™ water-based acrylic, epoxy and urethane coatings and primers.

For more information, please visit [www.ashland.com/labelexpo](http://www.ashland.com/labelexpo).

**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 adhesives, architectural coatings, 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:**

Brian Courtney

+1 (302) 594 6066

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

*™ Trademark, Ashland or its subsidiaries, registered in various countries.*