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Ashland Hercules Water Technologies to increase prices in North America

WILMINGTON, Del. — Ashland Hercules Water Technologies, a commercial unit of Ashland Inc. (NYSE: ASH), will increase prices on Nov. 1 for its portfolio of polymers and dry strength chemistries sold in North America by a minimum of 10 to 15 percent, or as contracts allow. In addition, other Water Technologies treatment products will realize an increase of 5 to 10 percent.

A persistent increase in raw material prices is driving this price increase. “We have been managing market pricing through many volatile months. However, steep escalation of several critical raw materials, energy, and transportation costs make these increases necessary,” said Guy West, vice president, commercial for Ashland Hercules Water Technologies. “Responding to changing market conditions enables us to continue our industry-leading product support and deliver value to our customers.”

Ashland Hercules Water Technologies is the number one global producer of papermaking chemicals and is a leading specialty chemicals supplier to the pulp and paper, industrial and institutional, mining and municipal markets. Its water treatment, process and functional chemistries are used to improve operational efficiencies, to enhance product quality, to protect plant assets, and to ensure environmental compliance.

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.