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## **Ashland's new Aroset™ PS 5335 pressure sensitive adhesive for Low Surface Energy (LSE) makes bonding easier**

**SCHAFFHAUSEN, Switzerland** - Materials like polypropylene, polyethylene and polyolefins are becoming increasingly popular in industrial and automotive applications. Although these Low Surface Energy (LSE) materials are cost-effective, lightweight and have excellent physical characteristics, they often do not bond well with other materials. To overcome this challenge, Ashland Inc. (NYSE: ASH) is introducing Aroset™ PS 5335 modified acrylic pressure sensitive adhesive (PSA). The product has excellent adhesion to LSE substrates and textured or uneven materials.

“There has been definite customer demand for an adhesive that bonds aggressively to PE, PP or other olefins in combination with good cohesion properties at elevated temperatures,” said Zia Hussain, PSA technology team leader for Europe, Ashland Specialty Ingredients. “Our continued focus on innovation has allowed us to further enhance our pressure sensitive adhesive range, Ashland has responded proactively to changes in EMEA legislation by developing a high-solids modified acrylic adhesive that helps eliminate CMR substances such as toluene and vinyl acetate.”

Aroset PS 5335 is a tackified adhesive that still delivers good cohesion properties. This product is not only an ideal choice for durable label applications, it is also well suited to for signage or fleet bonding applications because it creates minimal vinyl shrinkage and provides superior adhesion to metal, aluminum and irregular surfaces.

“In the production of consumer goods, the need for self adhering materials that bond to LSE parts is rapidly growing,” said Jacob van der Bent, sales manager for Europe. “This new high-solids modified acrylic adhesive from Ashland is providing tape producers a solution to create single or double-sided tapes with high deposition coating weights without the need to slow the coating speed significantly. This helps lower production costs. Aroset PS 5335 adhesive has a fast wet-out providing superior adhesion and is also recommended for automotive and aircraft industries.”

**About Ashland**

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.

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