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Ashland Inc. to showcase innovative solutions at Middle East Coatings Show 2012

DUBAI, UAE – Ashland Specialty Ingredients (ASI) will present a wide range of innovative application solutions for the paint and coatings industry at this year's [Middle East Coatings Show](#), March 12-14 in Dubai, UAE.

"In recent years, there has been an increasing demand for products that combine high performance with an ability to meet strict regulatory requirements," said Shruti Singhal, global marketing director, Coatings Specialties, ASI. "Waterborne coatings are the material of choice. Our complete additive solutions, which include rheology modifiers, specialty surfactants, foam control agents and biocides, help pave the way for eco-friendly coatings solutions."

At booth G-2 in Hall 7, visitors will experience a wide range of products and services that address unmet coatings market needs. Products being highlighted at the show include: [Natrosol™](#) hydroxyethylcellulose (HEC), the most widely specified thickener for waterborne architectural coatings; [Aquaflow™](#) anionic synthetic associative thickeners (NSATs), which are APEO-free liquid additives for the highest performance paint and coatings; [Advantage™](#) and [DrewPlus™](#) foam control agents; [Dextrol™](#) and [Strodes™](#) specialty surfactants, [Nuosept™](#) in-can preservatives and [Fungitrol™](#) dry-film fungicides.

In addition to these innovative high-performance products, Ashland's comprehensive line for wood care will be introduced to the market as well. This line includes high-performance, siloxane-based foam control agents; specialty rheology modifiers; [WetCare™](#) water repellency additive; [SunCare™](#) lignin protection technology; [Escalol™](#) UV stabilizers; and [SunCare™ TopCoat](#) UV protection additive, which forms a nanoscale emulsion of transparent UV-absorbing particles.

Ashland will also present "Improved application properties of water-based latex paints using innovative additives" in the dedicated business presentation zone located on booth N-10 in Hall 5 on March 12 and 13 at 3 p.m. local time.

"We have a proven record of success with paint and coatings manufacturers globally and we are committed to long-term growth with our customers," commented Mazen Hamadeh, regional sales manager, Middle East & Africa, Ashland Specialty Ingredients.

"With our recent [acquisition of International Specialty Products Inc.](#) (ISP), Ashland's product portfolio for the coatings industry has been enhanced. The combined resources in production networks, staff experience and technical know-how position us strongly as a preferred partner within the industry," Hamadeh added.

Ashland Specialty Ingredients offers industry-leading products, technologies and resources for solving formulation and product performance challenges in key markets including [personal care](#), [pharmaceutical](#), [food and beverage](#), [coatings](#) and [energy](#). Using natural, synthetic and semi-synthetic polymers derived from plant and seed extract, cellulose ethers and vinyl pyrrolidones, Ashland Specialty Ingredients offers comprehensive and innovative solutions for today's demanding consumer and industrial applications.

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](#), [food and beverage](#), [personal care](#), [pharmaceutical](#), [tissue and towel](#), and [water treatment](#). Visit www.ashland.com to see the innovations we offer through our four commercial units – Ashland Specialty Ingredients, Ashland Water Technologies, Ashland Performance Materials and Ashland Consumer Markets.

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