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## **Ashland Hercules Water Technologies to increase prices in Europe, Middle East and Africa**

WILMINGTON, Del. — Ashland Hercules Water Technologies, a commercial unit of Ashland Inc. (NYSE: ASH), will increase prices for its portfolio of polymers and strength chemistries sold in Europe, Middle East and Africa (EMEA) by a minimum of 5 to 10 percent on Nov. 1, 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 Mario Swinnen, vice president, Ashland Hercules Water Technologies, EMEA. “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.

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 used every day in applications from automotive, food and beverages, personal care products, pharmaceuticals, and paper and tissue to durable goods and infrastructure, including building and construction, energy and water treatment. Visit [www.ashland.com](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.