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Ashland Water Technologies to feature latest advancements at Brau Beviale 2011

SCHAFFHAUSEN, Switzerland – [Ashland Water Technologies](#), a commercial unit of Ashland Inc. (NYSE: ASH), will share its latest developments in water treatment chemistries for the beverage industry at Brau Beviale 2011. The event, billed as the world's most important capital goods exhibition for the beverage industry, will be held at the Nuremberg Exhibition Center in Nuremberg, Germany, Nov. 9 -11.

Ashland will feature its newly developed range of [Protecsol™ FB](#) corrosion inhibitors and deposit dispersants. These innovative chemistries are specifically designed for use during the demanding packaging and heat treatment process to provide a superior end product.

“We look forward to presenting our new advances at Brau Beviale,” said Hans Graumans, global marketing manager, Food and Beverage, Water Technologies. “This event provides us the opportunity to meet with customers and showcase the solutions we bring to this industry.”

In addition to new product introductions, Ashland will showcase the following products at Brau Beviale 2011:

- [Syn3rgy™](#) performance treatment, a total control solution for cooling water systems and other systems where scaling can occur;
- [Sonoxide™](#) ultrasonic water treatment system, a non-chemical alternative to chemical biocides; and
- [Generox™](#) tube reactor chlorine dioxide generation system, a total control program providing safe and economical water disinfection.

“In addition to Ashland's broad portfolio of products, we also have an extensive base of knowledge,” said Rob DeBruijn, director, Platform Launch, Water Technologies. “The people behind these products deliver a level of expertise relied upon by our customers. Our specialized focus within the industry and strong commitment to our customers truly positions Ashland as a leader in this industry.”

Ashland Water Technologies is a leading global producer of papermaking chemicals and a leading specialty chemicals supplier to the pulp, paper, commercial and institutional, food and beverage, chemical, mining and municipal markets. Its process, utility and functional chemistries are used to improve operational efficiencies, enhance product quality, protect plant assets and help ensure environment 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 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 (Valvoline).

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