



July 15, 2013

Ashland's new Aroset™ PS 5270 pressure sensitive adhesive offers performance, economics and environmental awareness to vinyl graphics market

BARCELONA, Spain - Ashland Performance Materials, a commercial unit of Ashland Inc. (NYSE: ASH), today announced the launch of Aroset PS 5270 solvent acrylic pressure sensitive adhesive (PSA) for the vinyl graphics industry. This product is part of a new range of adhesives that combines higher solids content with the desired viscosity suitable for conventional coating techniques.

"In the past few years, we have seen a strong increase in environmental awareness and a shift toward higher-performing, lower applied cost adhesives for calendared vinyl and engineered film facestocks," said Stuart May, business director, Ashland Performance Materials, EMEA. "With our innovative Aroset PS 5270 solvent acrylic PSA, we are well positioned to respond to growing industry demands and future challenges."

Aroset PS 5270 solvent acrylic PSA is specifically designed to be coated on both monomeric and polymeric plasticized calendared PVC films for both indoor and outdoor use. Other key applications are high-quality overlaminating films to protect printed vinyl from damages and to enhance the products' aesthetics. It is the high performance PSA of choice to provide excellent high ultimate peel, enhanced aging performance, plasticizer migration resistance and vinyl shrinkage resistance.

Coupled with this new technology, Ashland's first-class expertise and experience in the area of solvent, solvent-free, emulsion and UV/EB adhesive and coating technologies will help customers to get their final product just right. "Collaborating with customers to deliver consistent value and service is entrenched in our culture at Ashland," said May. "Our application and process experience and our range of technology solutions help our customers balance performance and sustainability with faster curing, reduced volatile organic compounds (VOC) and lower applied costs."

About Ashland Performance Materials

Ashland Performance Materials is the global leader in unsaturated polyester resins and vinyl ester resins. In addition, it provides customers with leading technologies in gelcoats, pressure-sensitive and structural adhesives, coatings and elastomers.

About Ashland

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 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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