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Ashland launches new line of high-performance Drewplus™ foam control agents for architectural paints

SCHAFFHAUSEN, Switzerland – To better serve the needs of waterborne paint formulators around the world, Ashland Aqualon Functional Ingredients, a commercial unit of Ashland Inc. (NYSE: ASH), has developed four new Drewplus™ foam control agents based on quality mineral oils and high levels of hydrophobic components. The new products will be introduced at the European Coatings Show in Nürnberg, Germany, March 29 – 31.

The new Drewplus foam control formulations are versatile and flexible in use and specifically designed to ensure a long-lasting foam control in waterborne architectural paint systems. Highlights of each of the new Drewplus formulations are listed below.

- Drewplus L-1500 foam control agent provides exceptional foam control during manufacturing and upon application of the paint system.
- Drewplus L-1513 foam control agent allows dosage in both grind and letdown stages in a wide variety of paint systems.
- Drewplus L-1600 foam control agent is hydrophobic, making it suitable for foam control in more difficult-to-defoam paint systems, particularly in those with very low VOC levels.
- Drewplus L-1311 foam control agent is an all-purpose, user-friendly foam control agent based on Ashland's proprietary emulsion technology.

"For decades, the Drewplus name has been synonymous with high-efficiency, high-performance foam control in a variety of coatings applications," said Hilbert

Esselbrugge, global new product leader, Coatings Additives, Ashland Aqualon Functional Ingredients. "With the flexibility of our new Drewplus foam control products, we've given formulators a unique set of options for controlling microfoam and macrofoam without adversely affecting film appearance in a variety of latex systems."

Drewplus L-1500 and L-1600 are 100-percent active, zero-VOC* foam control agents designed for various pigment concentration paints and well suited for dosing in the grind stage. These leading technologies reside within an ever-expanding portfolio of additives from Ashland Aqualon Functional Ingredients used to improve performance of decorative paints, plasters and industrial coatings, as well as water-based adhesives, graphic arts systems, polymers and polymer dispersions.

Drewplus L-1311 foam control is designed specifically for use in waterborne emulsion paints and plasters. Drewplus L-1311 foam control agent is formulated to control foam at any point during manufacturing, packaging or application of the paint, is readily dispersible and has an excellent long-term foam control persistency.

All Drewplus foam control agents are formulated without the use of alkylphenolethoxylates (APEO) and are available in a variety of cost-effective formulations. In addition to being based on mineral oils and renewably-sourced components, the new products also include high-performance polysiloxane-based compounds and emulsions that use proprietary quick bubble-break and dissolution chemistries.

To learn more about how Drewplus foam control agents can improve coatings performance, contact Hilbert Esselbrugge at +31-10-497-5817 or by e-mail at hesselbrugge@ashland.com.

Ashland Aqualon Functional Ingredients is a leading producer of hydrocolloids, primarily cellulose ethers, worldwide. It provides specialty additives and functional ingredients that manage the physical properties of aqueous and non-aqueous systems including rheology control, water retention, bonding strength, film formation, conditioning, deposition and stabilization. Many of its products – used in paint and coatings, construction, food, personal care, pharmaceuticals, oil and gas field production and specialty industries – are derived from renewable and natural raw materials.

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, personal care, pharmaceutical, tissue and towel, and water treatment. Visit 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.

* VOC based on product components with boiling point >250o C

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