



## News Release

### **Ashland re-launches Instint™ color tinting service, solving demand for digital matching**

Paris, France, 6 March 2018 – Ashland today announced the relaunch of Instint, its color tinting service as it goes digital. In conjunction with NIX, a portable color sensor, Ashland can now scan any color of the rainbow and instantly and precisely create gelcoat in any desired color. Instint has been providing high-quality gelcoats to 50 Instint machines across Europe, dispensing more than 4,000 colors for the past 20 years. This innovation is delivering high-quality gelcoats in minutes, in exactly the colors consumers want.

“Ashland was the first company to offer a system where you could choose personalized colors and have high-quality gelcoats produced in minutes. Instint now has a huge database of colors and offers customers across Europe peace of mind that they will get the exact shade they want. Using the portable Nix PRO color sensor, we can measure the color of any item, match it instantly and provide accurate color information to a smartphone.

Going digital means color matching has been made easier for our customers and may fuel more creativity. Instint can be used in conjunction with our broad product portfolio of gelcoats and includes non-gelcoat products like AME and epoxies,” said Jordi Cunill, Product Manager, Ashland Composites EMEA.

Instint can also help reduce inventory costs. Handling a small number of base gelcoats and colorants, not dozens of different products in hundreds of different colors, the desired color is produced in the exact quantity needed, cutting warehousing and waste costs.

Ashland's solvers will be on hand to answer questions at the JEC show, booth L41. Attendees are invited to stop by Ashland's booth for an Instint demonstration.

**About Ashland**

Ashland Global Holdings Inc. (NYSE: ASH) is a premier global specialty chemicals company serving customers in a wide range of consumer and industrial markets, including adhesives, architectural coatings, automotive, construction, energy, food and beverage, personal care and pharmaceutical. At Ashland, we are approximately 6,500 passionate, tenacious solvers – from renowned scientists and research chemists to talented engineers and plant operators – who thrive on developing practical, innovative and elegant solutions to complex problems for customers in more than 100 countries. Visit [ashland.com](http://ashland.com) to learn more.

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