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Ashland demonstrates the "Ashland Advantage" at Tissue World 2013

SCHAFFHAUSEN, Switzerland - As the world's largest supplier of creping and release technology to the tissue industry, Ashland provides integrated solutions that are designed and formulated to help global tissue makers meet consumer demands for softer, stronger and more absorbent products. From specialty chemicals that improve the tissue-making operation to unmatched hands-on expertise, it is this "Ashland Advantage" that is helping tissue makers around the world resolve specific production and quality issues, and create tissue products that meet their specific needs.

At the upcoming Tissue World 2013 exhibition in Barcelona, Spain, from March 18-21, experts from Ashland Water Technologies, a commercial unit of Ashland Inc., will be available at stand C250 to share the latest developments and discuss the company's industry-leading research and testing capabilities.

"We understand that one product or approach does not apply to all situations," said Todd Sarraf, global marketing director, Tissue and Towel, Ashland Water Technologies. "Through our continuing investment in research and development in crepe technology, we can offer customers innovative solutions to help their businesses grow. These include a new series of crepe packages for light dry crepe (LDC) and structured sheet assets. In addition, we can help them minimize risk through the use of our exclusive predictive and modeling tools and superior application knowledge. This combination of technology and expertise creates the 'Ashland Advantage' for delivering clear, demonstrable benefits to our tissue customers."

For more than 80 years, Ashland's products and services have defined innovation and excellence within the tissue market. Today, that unparalleled commitment continues with the development of predictive and modeling equipment not only to facilitate Ashland's own new product development, but also to aid customers with grade development, risk reduction associated with product change, and ongoing operations management.

These capabilities include rare analytical equipment, such as high-speed video imaging, dust analyzers and lotionizers, and upward wicking testing, as well as capabilities unique to Ashland, including adhesion and release testing, crepe testing, comprehensive drying modeling and dynamic TAD release testing. These research capabilities represent the cutting edge of tissue science and technology.

About Ashland

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

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