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Ashland introduces Strodex™ FT-68, a low-VOC surfactant for waterborne architectural coatings

Shanghai, China -- With the increasing regulations worldwide limiting the use of volatile organic compounds (VOC), coating manufacturers face increased investment in reforming existing systems and designing new systems. At the upcoming ChinaCoat 2014 exhibition from Dec. 3-5, 2014, in Guangzhou, Ashland Specialty Ingredients, a commercial unit of Ashland Inc. (NYSE: ASH) is introducing Strodex FT-68, a low-VOC surfactant for waterborne architectural coatings.

Strodex FT-68 is the next generation of award-winning Strodex FT-428. Strodex FT-68 does not include alkylphenol ethoxylates (APEO) and can significantly reduce VOCs. With this special surfactant, paint producers can lower or eliminate the glycol content in their formulations, thus making the paint more environmentally friendly. Strodex FT-68 surfactant is specially designed to impart superior stability to latex paints, including freeze-thaw as well as mechanical stability.

"Strodex FT-68 is an ideal product for the coating manufacturers," said Jeff Gu, application manager, coatings specialties, Ashland Specialty Ingredients, Greater China. "Strodex FT-68 outperforms the surfactants tested on improving the freeze/thaw stability of the paints, and can help lower the VOC level by replacing part of anti-freezing agent. It's truly the green solution for freeze/thaw stability of paints."

"As the world's leading specialty chemical company, we are committed to delivering sustainable and eco-friendly products that can meet or exceed our customers' expectations," said William Zhao, general manager, Ashland Specialty Ingredients, Greater China, "In this regard, we are helping our customers achieve sustainable business success."

To learn more about Ashland's innovative products and other coatings solutions, visit Ashland booth #9.2D15-24 at the upcoming ChinaCoat.

About Ashland Specialty Ingredients

Ashland Specialty Ingredients is the #1 global producer of cellulose ethers and a global leader in vinyl pyrrolidones. It offers industry-leading products, technologies and resources for solving formulation and product-performance challenges. Using natural, synthetic and semisynthetic polymers derived from plant and seed extract, cellulose ethers and vinyl pyrrolidones, as well as acrylic and polyurethane-based adhesives, Specialty Ingredients offers comprehensive and innovative solutions for today's demanding consumer and industrial applications. Key customers include: pharmaceutical companies; makers of personal care products, food and beverages; manufacturers of paint, coatings and construction materials; packaging and converting; and oilfield service companies. Visit ashland.com to learn more.

About Ashland Inc.

Ashland Inc. (NYSE: ASH) is a global leader in providing specialty chemical solutions to customers in a wide range of consumer and industrial markets, including architectural coatings, automotive, construction, energy, food and beverage, personal care and pharmaceutical. Through our three commercial units - Ashland Specialty Ingredients, Ashland Performance Materials and Valvoline - we use good chemistry to make great things happen for customers in more than 100 countries. Visit ashland.com to learn more.

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