



News Release

Ashland introduces Aroset 2554 and Aroset 2555 emulsion pressure sensitive adhesives in North America for high-performance applications

DUBLIN, OHIO, May 3, 2017 – Ashland is launching two new emulsion pressure sensitive adhesives (PSA) that help manufacturers improve the efficacy and usability of their products in demanding applications. Aroset™ 2554 PSA is designed for removeable labels and graphics. Aroset™ 2555 PSA is excellent for ultra-removeable uses, such as window, wall and floor graphics. The products are being introduced at the PSTC Tape Summit in Las Vegas May 15-17.

Aroset 2554 is an emulsion PSA for removable labels and graphics applications. The product features good anchorage to paper and film, and excellent long-term removability from glass, sheetrock, wood and other surfaces.

“This is a coater-ready adhesive that delivers good removability on both high- and low-energy surfaces,” said Zhaohui Sun, Ashland industry manager, PSA. “With excellent UV resistance, the product is suitable for outdoor graphics applications.”

Aroset 2555 is a highly stable and easy-to-dry emulsion PSA designed for ultra-removable applications such as window, wall and floor graphics. It delivers good anchorage to filmic facestock, and good flow and leveling characteristics for creating high-quality graphics. It adheres well to many substrates yet it can be removed cleanly, even from high-energy plastics such as polystyrene.

“Eliminating residue is critical for ultra-removable applications, and Aroset 2555 PSA does just that,” said Cathy Boysko, Ashland director of sales, packaging & converting. “This opens up a wide array of potential uses for this product.”

Ashland's PSA product line includes the Arocure™, Aroset™ and Flexcryl™ brands.

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 more than 6,000 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. Ashland also maintains a controlling interest in Valvoline Inc. (NYSE: VVV), a premium consumer-branded lubricant supplier. Visit ashland.com to learn more.

FOR FURTHER INFORMATION:

Brian Courtney
+1 (302) 594-6066
bscourtney@ashland.com