



News Release

Ashland receives U.S. patent for innovative topcoat for flexible food packaging.

DUBLIN, OHIO, June 20, 2017 – Ashland (NYSE: ASH) has received US patent 9,539,795 for its PureKote™ 23589 dispersion and PureKote™ 21412A cross-linking agent coating system. The technology tandem creates a coating for flexible packaging that is water and scuff resistant. It also improves consumer appeal with soft-touch feel and matte finish. The coating system may be used safely in food packaging applications regulated by the U.S. Food and Drug Administration (FDA), including paper and plastic bags, pouches, lidding films, foil bags and sachets.

The system was launched in late 2015 with patent pending status and has been very well received by converters and brand owners.

“This is another example of how Ashland’s scientists are always solving our customers’ challenges,” said Suzanne Rowland, vice president of Industrial Specialties, Ashland. “This technology not only makes their products more alluring, it makes them more usable, and that can be the difference between a successful product and an ordinary one.”

Converters and brand owners are no longer relegated to using films with soft-touch properties built into them. PureKote 23589 coating delivers “soft touch” properties and can be pattern applied creating a unique packaging experience with both opaque sections and clear “windows” that allow consumers to see the product inside.

PureKote coating is particularly well suited for packaging used on foods and pet foods labeled natural or organic. It can also be used on pressure-sensitive labels, boxes and other non-food applications.

“This coating is safe for use with any food type and for some elevated temperature conditions,” said Catherine Heckman, industry manager, laminating adhesives and coatings, Ashland. “PureKote coating is print receptive and can be used with foils, Nylon, PET, OPP, vinyl and other plastic film substrates. It can be applied via gravure or flexographic process with an enclosed-chamber doctor blade.”

PureKote 23589 is a water-based dispersion in liquid form. PureKote 21412A is a 100-percent solids cross-linking agent. As a top coat, the system delivers 60° gloss in the 0.5 to 4 range, depending on the substrate used.

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.

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