



## News Release

### **Ashland helps simplify the manufacturing process and delivers multi-functional benefits for industrial and architectural paints and coatings**

#### ***Natrosol™ and Aquaflow™ featured at ChinaCoat 2017***

Shanghai, China, November 15, 2017 - Unsurpassed hiding. Superior flow and leveling. Consistency across the color palette. Ashland helps formulate coatings to meet market demands with groundbreaking innovation.

For more than six decades, Ashland (NYSE: ASH) has delivered technical solutions to leading manufacturers of paints and coatings. Ashland will highlight its comprehensive solutions for waterborne industrial and architectural coatings during ChinaCoat, November 15 - 17, 2017.

Aquaflow™ non-ionic synthetic associative thickeners (NSATs), for high-performance waterborne paints and coatings, build rheology through self-association and interaction with other ingredients. Easy-to-handle Aquaflow liquid rheology modifiers are based on hydrophobically-modified polyacetal-polyether (HM-PAPE) chemistry and are often drop-in replacements for urethane-type (HEUR) thickeners.

In waterborne latex paints, Aquaflow XLS NSAT grades improve the usability and efficacy of paints and coatings. They deliver virtually drip-free application, better viscosity retention after tinting, and provide outstanding flow and leveling to paints and coatings. This helps eliminate brush marks and enhances applied hiding, enabling fewer coats while achieving beautiful, lasting finishes.

Natrosol™ and Natrosol *Plus* represent the most widely specified thickener brand for waterborne coatings. They are non-ionic, free-flowing powders that are based on hydroxyethylcellulose (HEC). Natrosol offers pseudoplastic or shear-thinning characteristics, biostability and best-in-class color compatibility for waterborne paint applications.

Drewplus™ foam control agents are non-ionic blends of hydrophobic silica, silicones and paraffinic oil, and are formulated for use in water-based coatings. These highly efficient foam control agents offer easy incorporation

and quick bubble break performance, with excellent persistence and compatibility. Because Drewplus functions as an air release agent, it is particularly effective on microfoam in spray-applied industrial coatings.

“Growing environmental awareness and stringent legal regulations are driving increased demand for waterborne coatings in China,” said William Zhao, general manager, Ashland Specialty Ingredients Greater China. “Replacing solvent-borne coatings with high-performance waterborne alternatives offers many advantages, including reduced solvent exposure and less hazardous waste disposal. Ashland’s comprehensive portfolio of rheology modifiers and specialty additives can help simplify the manufacturing process and deliver key functional benefits to industrial and architectural paint and coating formulations. Our solvers are committed to creating chemistries that enhance performance efficiency and enable customers to manage stricter environmental standards.”

To learn more about how Ashland solves industry challenges with sustainable, effective, innovative solutions for the coating industry, visit [www.ashlandchina.com](http://www.ashlandchina.com).

### **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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