



News Release

Ashland expert to present at Coatings Trends and Technologies conference on NSATs for wet film appearance.

WILMINGTON, DE, September 12, 2017 – One of Ashland’s coatings experts will demonstrate how he is always solving paint rheology challenges via a technical paper to be presented at the upcoming Coatings Trends & Technologies (CTT) conference in Lombard, IL. Ashland Scientist Joseph Ambrosi will present “Quantification and Relationships of Nonionic Synthetic Associative Thickeners (NSATs) for Wet Film Appearance During Application” at CTT, which takes place Sept. 14 and 15. Ambrosi’s paper was one of 34 selected from 105 proposals submitted.

“Coatings formulators always seek a deeper understanding of the relationships and interactions between raw materials so they can provide their customers with easier application and better dry film performance,” said Ambrosi. He noted that rheology modifiers play a key role in solving formulators’ challenges due to complex interactions with both pigments and the binder system through changing shear conditions.

“Relating the chemistries of various NSATs to the measurements of speed, distance, and energy an applicator exerts to apply a paint would help quantify optimal paint performance and improve perceived quality,” Ambrosi said. He will explore the relationships of NSATs with different coating formulations at various viscosities to produce uniform films, improving both the appearance and function of the coating for end users, both homeowners and professionals.

Ashland scientists generated the data using the company’s patent-pending Application Reader Technology (ART) device. The ART device objectively measures the parameters that comprise paint application feel. Unlike subjective evaluation techniques, the ART device generates reliable and quantitative data that enables formulators to better understand differences in paint formulations and to tailor formulations to specific customer preferences for paint feel.

Ashland offers Aquaflow™ NSATs. These efficient liquid thickeners 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 superior flow and leveling to paints and coatings. This helps eliminate brush marks and enhances applied hiding, enabling fewer coats while achieving beautiful, lasting finishes.

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 nearly 7,000 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. Visit ashland.com to learn more.

FOR FURTHER INFORMATION:

Media Relations:
Carolmarie Brown
+1 (302) 995-3158
ccbrown@ashland.com

™ Trademark, Ashland or its subsidiaries, registered in various countries