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Ashland's new web-based tool helps construction customers calculate the value of premium formulations

WILMINGTON, Del. – Ashland Specialty Ingredients, a commercial unit of Ashland Inc. (NYSE: ASH), has introduced a web-based calculator to help dry mortar manufacturers and formulators quickly and accurately estimate the total cost of their formulations when using premium additives.

"Ashland has a long history of providing premium products that help enhance the functional performance of our customers' formulations," said Sandeep Rath, construction industry marketing manager. "Our new app will help customers quantify the economic benefits of using Ashland additives by calculating and comparing formulation costs based on the actual volume of additives used."

Ashland's scientists have formulated the company's line of construction industry ingredients to deliver high value with less volume of product used. "Although customers might pay a little more per metric ton for our premium products, the overall cost of formulation doesn't increase," said Rath. "The benefits far outweigh the costs."

The app allows users to calculate and compare costs for multiple formulations, and is available by accessing the link on <http://www.ashland.com/construction>.

For more information about the Ashland Construction app, please visit/contact the Ashland Construction Marketing team at construction@ashland.com

About Ashland Specialty Ingredients

Ashland Specialty Ingredients offers industry-leading products, technologies and resources for solving formulation and product performance challenges in key markets including personal care, pharmaceutical, food and beverage, coatings and energy. Using natural, synthetic and semi-synthetic polymers derived from plant and seed extract, cellulose ethers and vinyl pyrrolidones, Ashland Specialty Ingredients offers comprehensive and innovative solutions for today's demanding consumer and industrial applications.

About Ashland Inc.

In more than 100 countries, the people of Ashland Inc. (NYSE: ASH) provide the specialty chemicals, technologies and insights to help customers create new and improved products for today and sustainable solutions for tomorrow. Our chemistry is at work every day in a wide variety of markets and applications, including architectural coatings, automotive, construction, energy, food and beverage, personal care, pharmaceutical, tissue and towel, and water treatment. Visit ashland.com to see the innovations we offer through our four commercial units – Ashland Specialty Ingredients, Ashland Water Technologies, Ashland Performance Materials and Ashland Consumer Markets.

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