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Bringing ART to paint application, Ashland launches new service for the coatings industry

WILMINGTON, Del. – Ashland Specialty Ingredients, a commercial unit of Ashland Inc. (NYSE: ASH), today rolled out a new service to help coatings chemists objectively determine paint application “feel” according to key parameters.

Paint application feel refers to how it feels to roll paint onto a surface. Typically, a trained evaluator relies on experience to characterize subjective impressions of a paint rollout. Ashland has created a device that objectively measures the parameters that comprise paint application feel.

Created by Ashland researchers, the paint application feel device is called the Application Reader Technology, (ART). The ART process includes a portable frame, a mounting panel and a force plate. To determine an objective measure of paint feel, technicians first roll paint in several directions on to the ART force plate. The ART captures the details of each paint stroke, speed of roller movement, the work of rolling and the normal and shear forces generated during the rollout process. The weight applied, painting time and distance are also recorded.

Using these measurements and in-house developed software, the ART calculates the total work of rolling, which is expressed in W , the general designation for work, expressed as J , for Joules; average speed of rolling; normalized work of rolling; and average painting force.

“These factors reflect how the paint feel affects how an individual paints,” said Abe Vaynberg, senior scientist, Ashland Specialty Ingredients. “We can see how one changes his or her style in response to paint choice and application feel.”

Vaynberg noted that the parameters of paint application feel can be used as a baseline to help coatings manufacturers maintain consistency in their formulations.

“We encourage the coatings community to bring us their formulations, whether in progress or completed coatings,” said Vaynberg. “Using the ART, we will quantify the parameters that determine the paint application feel. Then we will help select the appropriate rheology modifier to maintain that paint feel, or to adjust one of the parameters as necessary to meet or achieve our customers’ desired outcomes.”

To learn more about the ART and how the device quantifies the parameters of paint application feel, visit Ashland at the American Coatings Show, Booth #1541.

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 Valvoline.

A patent application related to ART has been filed in US, Argentina and WIPO on 12/10/2012.

FOR FURTHER INFORMATION:

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