

TRANSFORM THE WAY YOU THINK ABOUT PAINT.
 Paint formulated with Aquaflow™ nonionic synthetic associative thickeners is changing the painting experience. The application couldn't be easier, and its hiding couldn't be stronger. Plus, Aquaflow™ NSAT helps with the flow and leveling, leaving nothing in the end but a smooth, rich finish. Learn more at Ashland.com/aquaflow.

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GIVEN THE CHALLENGES PAINTERS FACE, IT'S DIFFICULT TO TRANSFORM A ROOM SIMPLY TAKES PAINT WITH AQUAFLOW™.

TRANSFORM THE WAY YOU THINK ABOUT PAINT.
 Formulators have trusted Natrosol™ hydroxyethylcellulose for years to provide the consistent application and robust texture their customers depend on. It's a big part of how we are transforming the paint industry. Log on to Ashland.com/natrosol.

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THERE AREN'T A LOT OF RHEOLOGY BREAKTHROUGHS THAT FORMULATORS TRUST NATROSOL™ BECAUSE IT REMAINS THE INDUSTRY LEADER.

TRANSFORM THE WAY YOU THINK ABOUT PAINT.
 You hear a lot about paint color. But your customers also want paint that feels great when it's applied, and is splatter resistant. Natrosol™ Plus hydrophobically modified hydroxyethylcellulose delivers both. After all, premium paint formulas aren't just about color. They're about everything that goes into applying that color. Go to Ashland.com/natrosol for more.

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COLOR AND FEEL SHOULD BE EQUALLY IMPORTANT TO PAINTERS WILL LOVE HOW NATROSOL™ PLUS ROLLS ACROSS THEIR WALLS.

TRANSFORM THE WAY YOU THINK ABOUT PAINT.
 When you work with Ashland to formulate the ideal paint, you're partnering with scientists who innovate based on the marketplace, not the boardroom. At our Paint Application Center of Technology, we apply the world's only Application Reader Technology™ to study things like the amount of pressure commonly applied to a roller, the amount of paint used on a brush, even the average length of a paint stroke. All of these things affect how paint goes from tray to surface. And all of it helps you formulate better paints and enrich your customer's painting experience. Learn more about our Center of Technology or see a demonstration at Ashland.com/PACT.

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OFTEN THERE'S LITTLE RESEARCH TO SUPPORT CUSTOMER NEEDS ARE WHAT DRIVE ASHLAND'S INNOVATIONS.