



Managing the physical properties... of your systems.

At Aqualon, we serve the world.

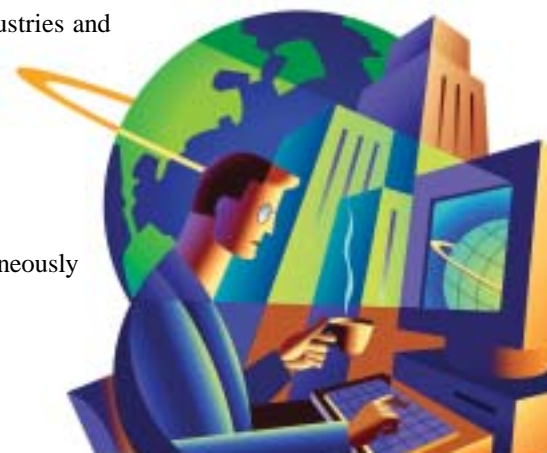


Yours.

Aqualon, a business unit of Hercules Incorporated, is committed to providing products that manage the physical properties of both aqueous and non-aqueous systems. We've been providing differentiated solutions to manufacturers of interior and exterior water-based paints, producers of construction materials, oil field service companies, paper mills, pharmaceutical and food companies, makers of oral hygiene products, cosmetics, printing inks, and coated paper and paperboards since the 1950s. Based on this experience, we've developed integrated solutions to help maximize your yields, increase your productivity, and improve your profitability.

Our reach extends throughout manufacturing systems, providing a comprehensive array of functional properties including thickening and rheology control, water retention, adhesive strength, binding power, film formation, conditioning and deposition, colloid stabilization, suspending, and emulsifying action. These properties enable Aqualon products to perform in a wide variety of industries and applications. We focus on targeted, market-oriented technology programs so we can offer you superior technical service.

It is our way of serving a variety of industries simultaneously and integral to our differentiation in the marketplace.





Synergistic solutions.

Aqualon operates essentially as an extension of your research, development, and production resources. Highly-skilled professionals will work hand-in-hand with your formulators to diagnose problems and customize solutions to ensure your success. This dedicated relationship management approach gives you a single source for problem resolution through which you will have access to the entire breadth of aqueous systems products, programs, and services at Aqualon.

Global technology consultants and regional applications scientists provide essential support in various disciplines. They have expertise in such fields as formulation, chemistry, microbiology, chemical analysis, physics, and rheology. This group also includes personnel with backgrounds in

construction, energy, oil field engineering, paint and coatings, pharmaceutical production, food science, and personal care, which enables them to evaluate the assorted and specific aspects of your application.

Technology consultants and industry-specific professionals are connected through our worldwide knowledge network. Through it, product data and technical information are shared to ensure delivery of the right information at the right time to answer customer needs.

And because of our reach, you benefit from our truly global approach.





Superior

technologies and integrated solutions.

Aqualon has developed a multitude of cost-effective, problem-solving, and value-added solutions.

Our ability to provide integrated solutions is based on the broad range of superior technologies we have developed specifically for the industries we serve worldwide. These solutions add value to your investment by allowing your operation to run faster and cleaner, with lower costs, increased quality, and higher yields. Our solutions are customized with your input to ensure the best possible answer to your needs.

These developments allow you to stay on the high ground in very competitive markets.

Coatings Additives and Construction

Aqualon is a global leader in thickeners and rheology modifiers for waterborne coatings and our products are the industry standards for thickening latex paints. To complement our cellulosic additives, we have developed synthetic rheology modifiers. These liquid products



provide excellent flow and leveling, high film build, and full gloss development.

We have successfully extended this unique technology to the coated paper market, where similar ingredients are used, albeit in different operating environments.

From gypsum plaster to joint compound and cement-based products, our additives are developed to improve the application properties as well as the final performance of building products. This includes a broad line of cellulose ether chemistries

as well as air-entraining agents, defoamers, synthetic rheology modifiers, and starch ethers designed to make products the best that they can be.

Regulated Industries

Food: Aqualon offers a wide assortment of gum ingredients for use in food products including the broadest range of cellulose ethers, highly-refined guar, wood rosin and polyterpene resins available. Each of our water- and organo-soluble polymers are available in a choice of grades that vary by viscosity, solubility, acid tolerance, surface tension, and rate of hydration, density, and rheological properties.

These solutions improve texture, increase stability, and extend shelf-life in products ranging from beverages to baked goods, meats, dairy products, and prepared foods. They allow formulators to quickly differentiate their products in highly competitive markets.

Personal Care: Aqualon's wide range of cellulose ethers and natural hydrocolloids are also used in a variety of personal care and household products. Each polymer family has an assigned INCI labeling name as defined in the *International Cosmetic Ingredient Dictionary and Handbook* published by The Cosmetic, Toiletry, and Fragrance Association.

All of our rheology and conditioning solutions for the personal care industry are derived from natural and renewable materials, such as cellulose, and deliver value to producers of cosmetic, toiletry, and household products.

Pharmaceutical: Aqualon has delivered pharmaceutical and nutraceutical performance since the 1950s, providing a large range of cellulosic



polymers for formulation control of solid, semi-solid, and liquid dosage forms. Available in wide ranges of viscosities, types and degrees of substitution, and varied particle sizes, these quality cellulosic excipients enable premier performance for efficient tablet binding, modified release, film formulations, and liquid and semi-solid formulation and thickening. The Aqualon polymer excipients are supported by a long history of safe and effective use in various pharmaceutical applications.

The Aqualon pharmaceutical research staff is dedicated to providing technical support to the pharmaceutical industry, in general, and to

specific customer needs. The lab is fully equipped with equipment dedicated to the industry. Aqualon is a founding member of both the European and American International Pharmaceutical Excipients Councils (IPEC). Through IPEC, Aqualon takes an active lead in the work to develop globally harmonized excipient monographs.

Energy and Specialties

Aqualon water-soluble polymers are generally compatible with all common oil field fluid-systems, are nontoxic, and are



environmentally safe. They are used as additives to adjust properties such as rheology and fluid loss of water-based drilling fluids, cementing slurries, completion and workover fluids, and fracturing fluids. Our synthetic-, cellulose- and guar-based products are used extensively on a worldwide basis by operators and service companies who demand the most cost-effective performance in a wide range of physical and chemical conditions at relatively low concentrations.

With this synergistic approach, Aqualon can deliver timely innovations that are right for you and your business.

Our manufacturing facilities are strategically located across three continents and operate under stringent quality control procedures to ensure consistency of performance. Long ago, Aqualon pioneered automation technology to manage the delivery, storage, handling, monitoring, and control of our products. We have continuously enhanced this technology to ensure the safe, reliable, and cost-effective production of our products.

The breadth of our approach to industry demands and challenges allows us to focus on your needs.



Unique systems solutions.

Managing the properties of both aqueous and non-aqueous systems is a complex and dynamic process, requiring expertise in a variety of technical disciplines. In manufacturing facilities, a number of variables can affect the efficiency of your operation or the quality of your end product. Plus, each industry and each facility is unique in terms of raw materials, equipment, machinery, and products produced.

Aqualon is able to provide our customers with differentiated solutions for their formulation needs by leveraging our leadership position in water-soluble polymers and our unparalleled industry knowledge.

Aqualon brings you what you need—where you need it, and when you need it—time and time again.





Responsible Care®

Aqualon embraces the chemical industry's environmental initiative—Responsible Care—for the performance of our products and their effect on the environment. Our commitment extends from their development to their performance long after they have entered the marketplace. From initial manufacture to distribution, sale, and ultimate disposal of our products, we focus on the health and safety of people and the protection of our environment. At Aqualon, environmental stewardship is a way of life.

*Responsible Care is a registered trademark of the American Chemistry Council and is endorsed by many chemical industry associations worldwide.



R&D for your future



Essential to the industries that Aqualon serves is innovation. At Aqualon, our considerable investment in search of solutions has resulted in receiving scores of patents for our work. These innovations have enabled our customers to realize substantial cost savings while improving end-product quality and performance.

We have major research centers and applications laboratories located around the world. Our resources are world-class for basic and applied research in the management of aqueous and non-aqueous systems. We conduct basic research as part of new product development, specifically for the discovery of new product platforms. Our core competencies include synthetic and organic chemistry, polymer chemistry, surface and colloid science, physics, and structural analysis, as well as microbiological science. And we support all of our product technology with state-of-the-art problem analysis and process-modeling application laboratories.



Aqualon Regional Centers

North American Headquarters

Wilmington, Delaware +1 800 345 0447

European Headquarters

Schaffhausen, Switzerland +41 52 5605 505

Asia Pacific Headquarters

Shanghai, China +86 21 5442 2323

Latin America

Mexico City, Mexico +52 55 5211 0111

www.aqualon.com

A Business Unit of Hercules Incorporated

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