



**PRESS RELEASE**

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## **Ashland's Zeena Cherian Receives 2020 American Coatings Award**

May 15, 2020 – Zeena Cherian, senior staff scientist for Ashland Specialty Ingredients, is the recipient of the 2020 American Coatings Award, sponsored by the American Coatings Association and Vincentz Network. The American Coatings Award recognizes the most outstanding paper submitted for the AC Conference; a video of Cherian's work, "[New Techniques to Understand Stain Resistance Properties of Water-based Architectural Paints](#)," is featured on the [AC Virtual](#) online platform.



*Cherian with the 2020 American Coatings Award*

Achieving stain-resistant properties for paints requires a combination of tailored polymer dispersions, balanced paint formulation ingredients and efficient use of rheology modifiers. In her presentation, Cherian describes a number of techniques with individual strengths and weaknesses and how to combine them for a better understanding of stain resistance. Among the techniques she describes is how to use molecular modelling simulations and Atomic Force Microscopy to study stain interaction and coating surface chemistry. She also addresses a technique based on Quartz Crystal Microbalance used to study adsorption and de-sorption of stains.

AC Virtual launched on May 6. Through its online platform, AC Virtual offers registrants access to presentations selected for the American Coatings Conference, as well as product information provided by American Coatings Show exhibitors. The 24/7 online experience allows industry professionals to stay up to date on the latest trends and innovations in coatings technology. AC Virtual also provides content to a broader audience at a time when travel is restricted and interaction between professionals in the industry is limited. It offers participants access to extensive video content and product information over an extended time period of time.

To learn more about AC Virtual and to register, please visit [www.american-coatings-show.com/virtual](http://www.american-coatings-show.com/virtual).

The American Coatings Show and Conference is hosted by AC Media, in collaboration with the American Coatings Association and Vincentz Network. The biennial trade show and technical conference is dedicated to serving as a global business platform and educational forum for the paint and coatings industry, offering a complete spectrum of current and future trends and technologies.