



## **Asbury Carbons Announces Name Change to Asbury Advanced Materials, Building on 130 Years of Technical Excellence**

Asbury, NJ — **[Monday, December 15, 2025]** — Asbury Carbons, a global leader in engineered carbon solutions, announced today that it will begin operating under a new name: **Asbury Advanced Materials** (“Asbury”). The name change marks a significant milestone in the company’s evolution and better reflects its expanding technical capabilities, diversified product portfolio and central role supporting the rapidly changing needs of industry.

For more than 130 years, Asbury has built a reputation for quality, sourcing expertise and deep customer trust. As materials science, performance requirements, and global supply chains have advanced, so has Asbury. Today, Asbury provides engineered solutions that extend well beyond traditional carbon products. The name Asbury Advanced Materials captures this broader scope and aligns the brand with the broader range of industries it now serves, including specialty polymers, thermal management, electronics, aerospace, and high-performance industrial applications.

The transition comes at a moment of continued investment in technology, processing capability and customer partnership. Asbury’s pending acquisition of Graphit Kropfmühl, a global leader in natural and synthetic graphite solutions, will expand the company’s technical depth, global footprint, processing capabilities, and ability to support customers with increasingly specialized material requirements. These investments reinforce Asbury’s commitment to being a development partner – not simply a supplier – as performance, consistency and innovation become increasingly critical in advanced materials markets.

“As the needs of our customers evolve, so does the Asbury brand,” said Gregg Jones, CEO and Chairman of the Board. “The name Asbury Advanced Materials captures both our heritage and our long-term vision for the company, pairing more than a century of carbon expertise with a forward-looking commitment to innovation, partnership, and performance.”

While the name is changing, customers will experience full continuity in the people, capabilities and relationships that define Asbury. The company continues to differentiate itself through superior processing capacity, a resilient and diversified global supply chain and a highly experienced team. These strengths enable Asbury to respond quickly to customer challenges, tailor materials to precise performance requirements, and reliably support mission-critical applications across industries. This commitment to partnership and customer success remains at the core of Asbury’s approach and reinforces its role as a preferred partner in the advanced materials sector.

### **About Asbury Advanced Materials**

*Founded in 1895 and based in Asbury, NJ, Asbury Advanced Materials is a global leader in engineered carbon and advanced material solutions. The company supplies more than 2,000 grades of carbon, graphite, cokes, and specialty materials, processed to exact customer specifications for use in polymers and rubbers, paints and coatings, lubricants, specialty ceramics, friction products, insulation, and other high-performance applications. The company operates 10 manufacturing locations across the U.S., Mexico, Canada, and the Netherlands, supported by sales offices throughout North America, Europe, and Asia, and employs more than 300 team members worldwide.*

*For more information, please visit <https://www.asbury.com>.*