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ISBM PP packaging grade tailored to allow differentiating design features

Borealis, a leading provider of innovative, value creating plastics solutions, has tailored its polypropylene injection stretch blow moulding (PP ISBM) grade Borclear™ RF926MO to allow more flexibility in product design while simultaneously increasing processability.

The premium position of Borclear RF926MO in the expanding PP ISBM market segment is further consolidated by tripling Borclear's operating temperature window for the critical stretch blow moulding process. This permits shorter cycle times and a more consistent wall thickness distribution that leads to a better homogeneity of the bottle. It also creates greater value by allowing increased design flexibility, tackling more complex and differentiated shapes.

Pollena, a leading packaging producer of skin care and beauty products, used the opportunity offered by Borclear RF926MO to move PP ISBM into a new packaging area. The Polish based company is launching a range of double-walled cosmetic containers to respond to the latest trend to use plastics in luxury cosmetics packaging. The shape and high gloss levels of the containers for face and body creams add to the attractiveness of the new packaging.

Plastics are becoming the preferred material for luxury cosmetics packaging thanks to the benefits they offer from consumer to brand owner to moulder. Compared to traditional materials, PP is resistant to temperature fluctuations keeping goods in top condition for longer. The material also provides greater comfort and safety compared to glass packaging as the risk of breakage is minimized. Furthermore, the plastic packaging is lighter for transportation and for the consumers to carry.

Mr. Jerzy Buława, General Manager, Pollena, confirms: "At Pollena, we are proud of our track record in responding quickly to meet customer demands. Our intensive cooperation with Borealis highlighted the potential opportunities available for using ISBM to improve overall aesthetics and design. Borclear RF926MO delivers a perfect solution to quality image and brand identity trends in the cosmetics industry."

Borclear RF926MO is used in a variety of different packaging applications such as food containers and paint bottles, most of which capitalise on the exceptional transparency of the PP ISBM grade. Borclear allows the content to be clearly visible and maximizes the shelf appeal to the consumer.

Finally, ISBM PP containers are environmentally friendly. They offer distinct advantages over traditional extrusion blow moulding, using up to 30% less material and producing more output per machine hour, as well as operating at zero waste levels.

End

Borclear is a solution for packaging trends in the cosmetics industry



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Borealis and **Borouge** are leading providers of innovative, value creating plastics solutions. With more than 40 years of experience in polyolefins and using our unique Borstar® technology, we focus on the infrastructure, automotive and advanced packaging markets. We have production facilities, innovation centres and service centres across Europe, the Middle East and Asia Pacific and work with customers in more than 170 countries around the world to provide plastic materials that make an essential contribution to society and to sustainable development. We are committed to the principles of Responsible Care® and to leading the way in 'Shaping the Future with Plastics.'

Borclear is a trademark of Borealis A/S.

For more information on Borealis and Borouge, a joint venture between Borealis and the Abu Dhabi National Oil Company, visit www.borealisgroup.com and www.borouge.com.

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