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Borealis and Borouge showcase solutions and asset investments at Wire 2008

Wire 2008, Hall 10 Stand D72
31 March – 4 April 2008
Messe Düsseldorf

Borealis and Borouge, the world's leading providers of innovative, value creating plastics solutions for the wire and cable industry, will present its active commitment to investing in and providing technically advanced, high quality, cost-effective solutions for the industry at the forthcoming Wire 2008 exhibition. Innovative product developments and capacity investments to meet the needs of the growing wire and cable market will take centre stage at Stand D72 Hall 10 from 31 March – 4 April 2008 in Düsseldorf, Germany.

There Borealis and Borouge will launch a pioneering low voltage solution to Wire 2008 visitors, reinforcing its pledge to keep wire and cable manufacturers competitive through plastic innovations that deliver increased productivity, cost reductions and energy savings, while ensuring end-users receive the best quality cables for distributing energy and transmitting information.

This commitment is supported by Borealis' EUR370 million investment in Stenungsund, Sweden. Here a new 350,000 t/y high pressure low density polyethylene (LDPE) plant, and modernisation and streamlining of compounding and related material handling facilities - all due for completion at the end of 2009 - will enhance capability to provide advanced materials for the wire and cable market. It builds upon the cross-linkable polyethylene (XLPE) capacity that came on stream in the second half of 2007.

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Latest product developments will be presented alongside the complete line of high productivity Supercure™ XLPE cable insulations, Borcell™ cellular materials for low signal attenuation for radio frequency cables, and the Visico™/ Ambicat™ catalyst system, which simplifies production of low voltage cable insulation leading to reduced costs and energy savings.

“The Wire and Cable market is very demanding in terms of top quality and consistency, and it is important to keep on bringing step change innovations that will make our customers more successful in bringing reliable and high performance products to the market”, says Hans Christian Ambjerg, Borealis Vice President Business Unit Wire and Cable. “It is also vital for us to continue our strong track record in order to maintain our customers and customers’ customers’ decades-long trust. The biennial, international Wire exhibition is a key forum for the exchange of information from people across the industry. We are looking forward to taking this opportunity to broaden our understanding of the current challenges and see how we can continue to provide the most effective solutions.”

Borealis has more than 40 years experience in providing consistently high-quality polyolefin compounds to the Wire and Cable industry and is the world leader in this market segment.

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For further information please contact:

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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.'

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.

This press release (BLPR202) can be downloaded from www.PressReleaseFinder.com.

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