

January 5, 2010

## **Borealis showcases benefit-packed innovations at Interplastica**

Innovations to create cutting-edge products and bring high-level efficiency and environmentally-friendly performance to Russia's expanding manufacturing sectors will take centre stage at the Borealis stand during Interplastica 2010.

Borealis, a leading provider of chemical and innovative plastics solutions, will present its latest polyolefin material developments for automotive, wire and cable, packaging and white goods applications at Stand 1E32 Hall 01 in Moscow from January 26-29, 2009.

"Our polyethylene and polypropylene materials offer significant advantages in product and processing performance that can help manufacturers respond to economic challenges and meet market demands for more sophisticated, environmentally-friendly product solutions," comments Lorenzo Delorenzi, Executive Vice President Polyolefins, Borealis. "Interplastica provides an ideal opportunity to exchange ideas with visitors from Russia and its neighbouring countries and keep up-to-date with the issues affecting manufacturing in the region."

Packaging converters can look forward to Borealis' new advances in aesthetics, best-in-class organoleptics, faster production, and energy- and weight-reduction for moulded and film applications.

1 (4)

Materials presented at Interplastica 2010 include the innovative Borclear RE936CF which was developed for use in food packaging and medical applications and offers film converters and cast film producers a product that provides cost-effective processing and significant end-user benefits including superior optical properties such as superior gloss and better pack aesthetics. New weight-saving, crack-resistant high density polyethylene (HDPE) Borpure™ MB6561 for low weight caps and closures will feature alongside high flow Bormod™ BH374MO for stable paint and food pails with up to 10% cycle time reduction.

In line with the region's increasing focus on infrastructure reform to improve the economy and access to basic services needed for everyday life, such as water, sanitation, energy and communications technology, Borealis' recent developments for the pipe, and wire and cable markets will be key highlights at Interplastica 2010.

Supercure LC8205R - the second generation copolymer XLPE for medium voltage power cable insulation - responds directly to the growing demand for long-term reliable and cost efficient power distribution networks. The unique combination of product properties sets new standards for long-term electrical breakdown strength combined with superior processing characteristics for highest productivity during cable extrusion.

For the pipe sector, Borealis maintains its tradition of leading polypropylene (PP) pipe material innovation for gravity pipe applications with two pioneering grades presented on the Stand. BorECO™ BA2000 offers a new class of material for solid wall pipes, with its outstanding stiffness/impact balance,

2 (4)

and long-term durability and leakage prevention. BorECO BA415E for structured wall pipes and injection moulded parts contributes to significantly higher throughput and lower energy consumption during the extrusion process, while improving overall quality and aesthetics. Process-friendly BorSafe™ HE3490IM for PE100 injection moulded pressure fittings continues the theme of energy efficiency and ease of production for converters.

For the white goods sector, Borealis will present the first PP capable of matching the glossy aesthetics of acrylonitrile butadiene styrene (ABS) plastic polymers – the traditional material of choice for control panels, front draws and baseboards found on washing machines, dishwashers and spin dryers. New Borcom™ BG055AI offers a 6% reduction in cycle time and lower machine weight, benefitting the environment and manufacturing costs through reduced energy consumption.

Finally, with Russia's automotive market expected to become the largest in Europe in the near future, Borealis will demonstrate how the superb aesthetics, raised productivity and environment- and safety-focused benefits of its thermoplastic olefin (TPO) solutions like Daplen™ are adding value to award-winning vehicles. The 2009 European "Car of the Year" Opel Insignia and 2008 winner, the Fiat 500, both feature Borealis materials.

For more information meet Borealis at Interplastica or visit [www.borealisgroup.com](http://www.borealisgroup.com)

**End**

3 (4)

**For further information please contact:**

**Borealis:** Kerstin Meckler, Borealis Head of Communications,  
Tel. +43 1 22 400 389, [kerstin.meckler@borealisgroup.com](mailto:kerstin.meckler@borealisgroup.com)

---

**Borealis** is a leading provider of chemical and innovative plastics solutions that create value for society. With sales of EUR 6.6 billion in 2008, customers in over 120 countries, and 5,400 employees worldwide, Borealis is owned 64% by the International Petroleum Investment Company (IPIIC) of Abu Dhabi and 36% by OMV, the leading energy group in the European growth belt. Borealis is headquartered in Vienna, Austria, and has production locations, innovation centers and customer service centers across Europe and the Americas. Through Borouge, a joint venture between Borealis and the Abu Dhabi National Oil Company (ADNOC), one of the world's major oil companies, the company's footprint reaches out to the Middle East, Asia Pacific, the Indian sub-continent and Africa. Established in 1998, Borouge employs approximately 1,400 people, has customers in more than 50 countries and its headquarters are in Abu Dhabi in the UAE and Singapore.

Building on the unique Borstar® technology and their experience in polyolefins for almost 50 years, Borealis and Borouge provide innovative, value creating plastics solutions for the infrastructure (pipe systems and power and communication cables), automotive and advanced packaging markets. In addition, Borealis offers a wide range of base chemicals from melamine and plant nutrients to phenol and acetone.

Today Borealis and Borouge manufacture 4.4 million tonnes of polyolefins (polyethylene and polypropylene) per year. Borouge is currently tripling its polyolefins manufacturing capacity to 2 million tonnes per year (t/y) by mid-2010 and an additional 2.5 million t/y is scheduled for 2013. The companies continue to invest to ensure that their customers throughout the value chain, across the globe, can always rely on product quality, consistency and security of supply.

Borouge and Borealis are committed to the principles of Responsible Care® and proactively contribute to addressing the world's water and sanitation challenges through their Water for the World™ initiative.

---

**For more information visit:**

Borealis: [www.borealisgroup.com](http://www.borealisgroup.com)  
Borouge: [www.borouge.com](http://www.borouge.com)  
Water for the World: [www.waterfortheworld.net](http://www.waterfortheworld.net)