

Media Release

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Borealis Bornewables™, now used in highly sensitive frozen food packaging market

- **Value chain partnership with PACCOR and Froneri enables first polypropylene ice cream brand packaging manufactured with certified renewable feedstock**
- **Innovative monomaterial packaging is 100% recyclable**
- **Partnership is embodiment of the Borealis EverMinds™ spirit of taking action to accelerate the move towards plastics circularity**

Borealis, a global leader in advanced and sustainable chemicals & materials solutions, has announced that it has joined forces with ice cream company Froneri (Finland) and packaging specialist PACCOR (Germany) to support the transformation of the popular ice cream brand Aino to a sustainable offering. As a result of this partnership, the new Aino packaging tubs and lids are moulded in **Bornewables™** polypropylene (PP) from Borealis, with renewable feedstock certified by mass balance accounting under the International Sustainability & Carbon Certification Plus (ISCC PLUS) scheme.

The collaboration between Borealis, Froneri and PACCOR is a key example of implementing innovative responsible packaging applications to accelerate the transition of the plastics industry towards a more sustainable and circular economy. It also connects with Borealis' Consumer Products vision of 'Making everyday life easier', and aligns with the company's **EverMinds™** activities and initiatives for industrial partnership with committed players across the entire value chain.

Paving the road towards carbon neutrality

"Implemented within just 12 months from concept to market, the new Aino ice cream packaging is an excellent example for what can be achieved by collaboration to transform the plastics industry on its road to carbon neutrality," says Peter Voortmans, Global Commercial Director Consumer Products at Borealis. "We are very proud about our contribution to the success of this joint project, which has once again confirmed the perfect fit of our Bornewables polymers in high-quality and high-performance packaging solutions."

The feedstock for the Bornewables PP from Borealis is derived from second-generation bio-mass, waste and residue streams that are not competing with the human food chain. The renewable content is

accredited by mass balance according to ISCC PLUS, which facilitates its traceability from the material production through to the final application.

In addition, brand owners can document the certified renewable content with a representative label or moulded-in information on the packaging, thus helping consumers make a more responsible choice in their purchase. Froneri has been the first ice cream company to receive the respectable ISCC PLUS certification in this highly sensitive packaging market segment and is planning to extend the use of the Bornewables polymers to further brands across Europe.

Inspired by Finnish nature

Aino ice cream has always been associated with the quality, reliability and environmental sensitivity of products made in Finland, where living in harmony with nature is firmly rooted in people's DNA. The synergy of these values has been a strong inspiration driving the renewable based packaging.

"Sustainability is very important to us, with the core of it embedded in our local factory and production," adds Charlotta Lindberg, Senior Brand Manager at Froneri. "At our ice cream factory in Turenki, we make continuous improvements and take practical actions both small and big to become more sustainable, for example by switching to renewable energy such as wind-based electricity, biogas and carbon-neutral heating. Furthermore, wherever possible, our packaging is Forest Stewardship Council (FSC) certified, and the cocoa used in our products is Rainforest Alliance certified. To mention a few things we are doing around sustainability."

Fully functional monomaterial

The new Aino ice cream packaging tubs and lids are injection moulded from Bornewables PP by PACCOR in an integrated process with in-mould labelling decoration, which also makes this innovative monomaterial packaging 100% recyclable. Moreover, the renewable material is used as a highly efficient drop-in solution without any further modifications required to the partners' manufacturing and packaging lines. At the same time, it helps them reduce their carbon footprint.

"By using renewable raw material, we have been able to substantially reduce our CO₂ emissions without changing the manufacturing process, which is a significant accomplishment and another important step being taken to reduce oil dependence within our group," explains Andrzej Olszewski, Plant Manager at PACCOR Bydgoszcz. "In addition, compliance with the ISCC PLUS standard ensures complete transparency in production, maintaining high quality standards for our ice cream packaging products."

For end users, the Bornewables material meets all functional requirements to enable durable and protective food-contact packaging fit for freezing, while addressing increased consumer demands to minimise the climate impact and fossil depletion potential of packaging products.



Photo: Froneri Finland has adopted Borneowables™ polypropylene from Borealis for the packaging of their popular Aino brand ice cream. The tubs and lids, moulded by PACCOR including the in-mould decoration, have been the first ice cream packaging to receive ISCC PLUS certification for their renewable material content.

Photo: © Froneri Finland Oy

K 2022 will take place from 19 to 26 October 2022 in Düsseldorf, Germany.

We invite you to “Innovate Collaborate Accelerate” together with us by visiting Borealis and Borouge in Hall 6 at Stand A43, where the new ice cream packaging solutions will be on display.

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About Borealis and Borouge

Borealis is one of the world's leading providers of advanced and sustainable polyolefin solutions and a European front-runner in polyolefins recycling. In Europe, we are a market leader in base chemicals and fertilizers. With head offices in Vienna, Austria, Borealis employs 6,900 employees and operates in over 120 countries. In 2021, we generated total sales of EUR 12.342 billion and a net profit of EUR 1,396 million. OMV, the Austria-based international oil and gas company, owns 75% of Borealis, while the remaining 25% is owned by a holding company of the Abu-Dhabi based Mubadala. We supply services and products to customers around the globe through Borealis and two important joint ventures:

Borouge (with the Abu Dhabi National Oil Company, or ADNOC, based in UAE); and Baystar™ (with TotalEnergies, based in the US). Borealis and Borouge aim to proactively benefit society by taking on real societal challenges and offering real solutions. Both companies are committed to the principles of Responsible Care®, an initiative to improve safety performance within the chemical industry, and work to solve the world's water and sanitation challenges through product innovation and their Water for the World programme.
www.borealisgroup.com | www.borouge.com | www.borealiseverminds.com

About Froneri Finland Oy

Froneri Finland Oy is part of global ice cream company Froneri is a fast-growth international business with a vision to build the world's best ice cream company. Froneri Finland Oy is a leading ice cream company in Finland producing ice cream locally at the factory in Turenki, Finland. Froneri Finland offers consumers delicious moments with ice cream and Finnish flavour favourites. The assortment includes loved local brands such as Piiini, Aino, Classic and Puffet, as well as well-known brands from some of Froneri's other European factories such as Mövenpick of Switzerland and Pirulo.

About PACCOR

At PACCOR we create innovative and sustainable packaging solutions for the consumer, food, and foodservice market. Our overall goal is to protect what is worth being protected: our planet, our partners' products, and our employees. We have high expertise in developing and providing valuable rigid plastic packaging products. Our solutions meet current market trends by constantly thinking outside the box. With around 4,000 dedicated employees in 18 countries, PACCOR is a global player in the packaging industry. Everything we do contributes to the protection and hygienic safety of valuable products. PACCOR leads the transition towards a circular economy. Because we believe this is the best way to achieve real change in the industry and to create shared value for all our stakeholders and society.
More: <https://www.paccor.com/>