

**Media Release**

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## **Borealis L.A.T introduces new N-Pilot® for nitrogen fertilizer management**

### **Innovative new diagnostic tool to be showcased at the Innov-Agri 2014**

Borealis, a leading provider of innovative solutions in the fields of polyolefins, base chemicals and fertilizers, announces that its leading fertilizer wholesaler and distributor Borealis L.A.T is launching the N-Pilot®, an innovative new diagnostic tool to help optimise nitrogen fertilizer application, in France. In light of the global challenge to feed a growing world population, efficient nitrogen management delivers the right amount of nitrogen at the right time to optimise yield quantity and quality as well as profitability whilst at the same time minimising environmental impact. A hand-held device used in the field, Borealis L.A.T's N-Pilot® allows farmers to identify the current nitrogen requirements of crops quickly and conveniently. It provides specific analyses and recommendations that are used to fine-tune fertilizer application during the growing season.

### **Optimising application management for better nitrogen uptake and lower environmental impact**

Successful nitrogen management involves assessing the varying requirements of different crops in different phases of growth, in different areas of any given field, and even from field to field. What is more, nitrogen requirements may also vary from year to year. Optimising nitrogen application helps improve profitability by enhancing yield, crop quality and grain protein content. Because the N-Pilot® determines the nitrogen requirements of the crop on site, it can provide instant and accurate field recommendations for fertilizer application timing and amounts in accordance with the actual nutritional status of the plant. The N-Pilot® is primarily suited for applications in grain farming, e.g. soft wheat, hard wheat (durum), barley, etc.

Professional farmers – whether farming alone or as part of a cooperative – will find it easy to use the N-Pilot®. The tool may also be used by seed suppliers and distributors as well as agricultural engineers. The precise determination of crop fertilizer requirements also helps farmers contribute more actively towards reducing the environmental impact of nitrogen fertilizers. It's compatible / on the way to adapt to EU Nitrates Directive and is an especially welcome aid in reaching the current and future goals laid out by the EU Nitrates Directive.

## The N-Pilot®: precise, highly effective and easy to use

The N-Pilot® is a hand-held optical sensor which continuously measures crop light reflectance via visible and infrared channels; the nutritional status of the crop is measured by way of two components, chlorophyll and biomass. The N-Pilot produces the same type of analysis that satellites do in precision-farming sensing, but at a ground level. The N-Pilot® operator walks through the field for approximately 20 seconds and receives an average measurement displayed for each pass. Upon measurement of around 14,000 plants – which may take less than 15 minutes depending on the size of the field – the diagnosis is complete and representative of the entire field. The recommendation displayed on the device for N application is expressed in kg nitrogen per hectare; the recommended application is expressed in terms of “directly available” nitrogen as found e.g. in DAN fertilizers (AN 33.5% or NAC 27).

The dedicated N-Pilot® smartphone application (running on Android and IOS) and website enhance usability and ergonomics. Users receive a personalised access account which allows diagnostics to be automatically sent and archived online for future use. The geo-referencing function enables users to track and trace their measurements for all fields and generate a record of past recommendations. The N-Pilot® is equipped with a yearly update function in order to allow for new crops or crop varieties as well as new firmware developments.

“We have further developed the N-Pilot® to help our partners in agriculture optimise their operations by maximising yields and minimising environmental impact,” explains Gerald Papst, Borealis Vice President Business Unit Fertilizer. “This new tool is the product of insights gained through over a decade of nitrogen fertilizer management and has been extensively tested in the field. We look forward to demonstrating the real benefits of the N-Pilot® to our customers and partners at the Innov-Agri in September.”

**Borealis L.A.T will be on hand at the Innov-Agri 2014 in Outarville, France, where an N-Pilot demonstration will take place at B13 stand on 2 September 2014.**



Borealis L.A.T's N-Pilot® allows farmers to identify the current nitrogen requirements of crops quickly and conveniently.

Photo: © Borealis L.A.T

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**About Borealis L.A.T**

Borealis L.A.T is a leading fertilizer wholesaler in Europe with a clear focus on the Danube region. As a 100% subsidiary of Borealis AG and part of Borealis Group Borealis L.A.T is acting globally too, especially in the sector of technical nitrogen products.

From its headquarters in Linz, the distribution network of Borealis L.A.T is ranging from the black forest to the black sea. Eight subsidiaries in the Czech Republic, Slovakia, Romania, Hungary, Croatia, Serbia, Bulgaria and France and sales staff in Germany and Italy make Borealis L.A.T to your local partner in a global environment.

**About Borealis**

Borealis is a leading provider of innovative solutions in the fields of polyolefins, base chemicals and fertilizers. This year, Borealis already celebrates its 20<sup>th</sup> anniversary. With headquarters in Vienna, Austria, Borealis currently employs around 6,400 and operates in over 120 countries. It generated EUR 8.1 billion in sales revenue in 2013. The International Petroleum Investment Company (IPIC) of Abu Dhabi owns 64% of the company, with the remaining 36% owned by OMV, the leading energy group in the European growth belt. Borealis provides services and products to customers around the world in collaboration with Borouge, a joint venture with the Abu Dhabi National Oil Company (ADNOC).

Building on its proprietary Borstar® and Borlink™ technologies and 50 years of experience in polyolefins, Borealis and Borouge support key industries including infrastructure, automotive and advanced packaging.

The Borouge 3 plant expansion in Abu Dhabi will be fully operational in 2014. Borouge 3 will deliver an additional 2.5 million tonnes of capacity when fully ramped up, bringing the total Borouge capacity to 4.5 million tonnes. Borealis and Borouge will then have approximately 8 million tonnes of polyolefin capacity.

Borealis offers a wide range of base chemicals, including melamine, phenol, acetone, ethylene, propylene, butadiene and pygas, servicing a wide range of industries. Together with Borouge the two companies will produce approximately 6 million tonnes of Base Chemicals in 2014.

Borealis also creates real value for the agricultural industry with a large portfolio of fertilizers. The company distributes approximately 2.1 million tonnes per year. This volume will increase to more than 5 million tonnes by the end of 2014.

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 contribute to solve the world's water and sanitation challenges through product innovation and their Water for the World™ programme.

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**For more information visit:**

[www.borealisgroup.com](http://www.borealisgroup.com)  
[www.borealis-lat.com](http://www.borealis-lat.com)  
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