

Borealis and MENSHEN launch new packaging closures made of post-consumer recycled resin to enable more sustainable living

Borealis and MENSHEN, a leading specialist for plastic closures and packaging systems, have collaborated on a series of 10 packaging closures based on Borcycle™, an evolving recycling technology which transforms polyolefin-based waste streams into value-adding versatile solutions. Borcycle is used to manufacture a range of compounds made of recycled polyolefins (rPO) which are ideal for use in sophisticated rigid packaging applications. This evolving technology unites the Borealis recycling and compounding expertise with its own **Borstar® multi-modal and nucleation technologies**. These packaging solutions are predominantly made for use in laundry and homecare and include also 2K closures.

MENSHEN employs a rigorous process to ensure that the quality of the post-consumer recycled (PCR) material selected for a closure is in perfect alignment with its required functionality. In the course of collaboration, Borealis and MENSHEN determined that Borcycle™ UG522MO, a polypropylene (PP) compound made of 50% PCR content, would be the ideal choice for the new closures, as it offers:

- Potential reduction of CO2 emissions by up to 15% when compared to use of comparable virgin PP in similarly demanding packaging solutions
- Reliable and consistent high quality, making it ideal for rigid packaging applications
- A ready-made, drop-in solution with processability rivalling virgin polyolefins
- Excellent end-of-life recyclability in existing PCR streams.

“A core pillar of the **Borealis EverMinds™** mind-set is that value chain collaboration is essential to making plastics more circular,” says Meta Cigon, Borealis Marketing Manager Consumer Products. “Teaming up with MENSHEN to deliver high-quality closures made of 50% recycled PCR is proof positive that innovation and teamwork can move the industry closer to a circular economy. We are helping build a better tomorrow with each step by reinventing for more sustainable living.”

“The functionality of a closure may be affected by natural variations in PCR materials. By leveraging our respective areas of expertise, MENSHEN and Borealis can determine which ratios of recyclate and virgin material are appropriate for which applications,” explains Ulrich Fleischer, MENSHEN Head of Sustainability. “We are pleased to collaborate with Borealis in fulfilling growing demand among our own customers as well as retailers and end consumers for a broader spectrum of sustainable, yet high-quality packaging options.”



Photo: Innovative new closures made by MENSHEN are based on Borealis Borcycle™ compounds
Photo: © Borealis



Photo: Borealis Borcycle™ UG522MO contains 50% post-consumer recycled material
Photo: © Borealis

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About Borealis:

Borealis is a leading provider of innovative solutions in the fields of polyolefins, base chemicals and fertilizers. With its head office in Vienna, Austria, the company currently has more than 6,900 employees and operates in over 120 countries. Borealis generated EUR 8.1 billion in sales revenue and a net profit of EUR 872 million in 2019. Mubadala, through its holding company, owns 64% of the company, with the remaining 36% belonging to Austria-based OMV, an integrated, international oil and gas company. Borealis provides services and products to customers globally, in collaboration with Borouge, a joint venture with the Abu Dhabi National Oil Company (ADNOC) and with Baystar™, a joint venture with Total in Texas, USA.
www.borealisgroup.com

About Borealis Consumer Products: Making everyday life easier

With over 50 years' experience in the industry, Borealis is an innovative and reliable supplier of superior polyolefin plastic materials used in consumer products, advanced packaging and fibre.

Superior and proprietary Borealis product brand and technologies like Anteo™, a new family of linear low density polyethylene (LLDPE) packaging grades based on Borealis Borstar® Bimodal Terpolymer Technology, make advanced applications possible in flexible packaging (including lamination film, shrink and protection film, stand-up pouches, food packaging). Borealis also offers high-performing solutions for rigid packaging (caps and closures, bottles, thin wall and transport packaging); and non-woven and technical fibres (filtration systems, hygiene products, technical textiles).

These value-added packaging and fibre innovations play a role in safeguarding the quality and safety of consumer and industrial products, but also fulfil demand for enhanced functionality and convenience. Plastic food packaging, for example, helps protect and preserve food from farm to fork. Spoilage is avoided thanks to efficient filling systems and leak-resistant packaging. Food stays fresher longer, and less must be thrown away. What is more, the consumer has a wider range of choices when it comes to convenient and appealing packaging formats.

Also white goods (from washing machines to refrigerators and air conditioning units) and small appliances (from toasters to power tools) are made more robust yet lighter, more energy efficient yet visually appealing, thanks to Borealis' advanced polypropylene solutions.

About MENSHEN

With over 50 years experience, MENSHEN is a recognized and trusted leader in closure design offering a wide range of standard and specialty assembled caps, weldspouts and hot drink capsules on the market today. MENSHEN is currently present with production facilities in 14 countries around the globe offering unified quality standards and a customer experience supported by Centres of R&D Excellence in Europe and China. Menshen has the ambition to produce 25% of its closure solutions from recycled materials by 2025.

For more information, visit:

www.borealisgroup.com
www.menshen.com

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