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Borealis and Piramidal enter strategic alliance

Borealis, a leading provider of innovative, value creating plastics solutions and Piramidal Termoplásticos LTDA, a leading distributor of thermoplastic resins and compounds, have entered a strategic alliance regarding the distribution of Borealis' Polypropylene compounds, further supporting customers by providing full after sales care.

Located close to São Paulo city in Brazil, Piramidal will work as an extension to Borealis in the marketplace to provide them with valuable technical support and better serve the needs of customers through its proven efficiency in logistics distribution and after sales care.

The distribution operation that started in January 2007 is expected from both companies to bring a significant improvement on overall results. According to José Sarmento, Managing Director of Borealis Brazil, the outcome of this alliance is also expected to increase market share within this customer base.

"The improved services offered to our customers through differentiated and creative strategies, like this alliance with Piramidal, consolidates the leading position of Borealis in Brazil, while strengthen our commitment to fulfill customer needs," said Mr. Sarmento.

Paul Turner, Vice President of Borealis' Engineering Application Business Unit, said: "Distribution is a critical pillar for the future of our business. There are customers that will be supported in the most effective way through Piramidal's sales team. Our new partner has an unrivaled value proposition in the distribution area, and has proven to be the perfect partner to integrate Borealis' strategy in value creation through Innovation".

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Borealis is a leading provider of innovative, value creating plastics solutions. With more than 40 years of experience in the polyethylene (PE) and polypropylene (PP) business, we focus on the infrastructure (pipe systems, energy and communications cables), automotive and advanced packaging markets. Our technology shapes plastic products that make an essential contribution to the society in which we live. We are committed to lead the way in 'Shaping the Future with Plastics.'

Learn more about Borealis at www.borealisgroup.com

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