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## **Borealis customers see clear benefits in upgrade to RJ901MO**

Borealis, a leading provider of innovative solutions in the fields of polyolefins, base chemicals and fertilizers, is offering tangible cost and performance-related benefits to its customers in the rigid packaging market thanks to the improved properties of its superior flow random copolymer polypropylene (PP) RJ901MO.

Manufactured using Borealis' proprietary Borstar® technology, the RJ901MO grade was launched in 2012 and has already been tested and approved by customers for a variety of housewares applications in which high transparency, improved aesthetic appearance and good mechanical properties are essential. Customers also benefit from a high melt flow rate (MFR) of 110 and thus subsequent cost and energy savings.

Products based on RJ901MO are visually appealing thanks to the grade's superior aesthetic performance in terms of transparency and gloss. Enhanced transparency may also be obtained at low processing temperatures. The grade also features a balanced mix of stiffness and impact performance comparable to that of MFR 70 random copolymers at ambient temperatures which allows for versatile use – an ideal profile for manufacturers such as Sunware BV.

### **Sunware realises tangible benefits of RJ901MO**

Based in The Netherlands, Sunware BV is a leading manufacturer of plastic storage solutions for the home. When switching from the current Borealis grade RJ470MO (MFR 70) to RJ901MO (MFR 110) on a product in its popular Q-line series, Sunware obtained significant cost and energy savings. Due to the high flowability and good performance of the new grade, a lower processing temperature could be used, resulting in shorter cooling and cycle times and lower energy consumption. Temperature was reduced by 35°C and cycle time by 15.5%, resulting in energy savings of 7.7% and cost reductions of EUR 39.2 per tonne of material used.

"We are very pleased with the property profile of this grade," says André Jacobs, Technical Director of Sunware. "It delivers higher flow rates in comparison to standard MFR 70 and its better overall performance means we will be able to implement the grade in a wide variety of applications. Yet another benefit is the fact that using this grade makes our products more visually appealing to our customers."

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"The successful launch of RJ901MO is another excellent example of Borealis' Value Creation through Innovation Strategy," comments Rainer Höfling, Borealis Vice President Advanced Packaging & Fibres. "This next-generation grade's improved processability and end product performance give our customers in the rigid packaging market the competitive edge. Borealis will continue to develop innovative solutions which create value for our customers."



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**Borealis** is a leading provider of innovative solutions in the fields of polyolefins, base chemicals and fertilizers. Borealis is headquartered in Vienna, Austria, and operates in over 120 countries with around 5,300 employees worldwide, generating EUR 7.5 billion in sales revenue in 2012. The International Petroleum Investment Company (IPIC) of Abu Dhabi owns 64% of the company, the remaining 36% is 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 the unique Borstar<sup>®</sup> and Borlink<sup>™</sup> technologies and 50 years of experience in polyolefins, Borealis and Borouge support key industries including infrastructure, automotive and advanced packaging. The Borouge plant expansion in Abu Dhabi will be fully operational by mid-2014 with a total annual capacity of 4.5 million tonnes. After this Borealis and Borouge will have approximately 8 million tonnes of polyolefin capacity.

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Borealis offers a wide range of base chemicals, including melamine, phenol, acetone, ethylene and propylene 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.

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<sup>®</sup>, 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<sup>™</sup> programme.

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**For more information visit:**

[www.borealisgroup.com](http://www.borealisgroup.com)

[www.borouge.com](http://www.borouge.com)

[www.waterfortheworld.net](http://www.waterfortheworld.net)

[www.sunware.nl](http://www.sunware.nl)

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