

Media Release

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Borealis and Borouge introduce a lightweight BorPure™ PE innovation for caps and closures

Borealis and Borouge, leading providers of innovative, value-creating plastics solutions, have launched an advanced grade of their BorPure high density polyethylene (HDPE) family to support the global beverage industry's lightweighting trend for caps and closures.

BorPure MB5568 brings a lightweight innovation to caps and closures for carbonated soft drinks, juices, teas and bottled water. The grade was launched in Europe by Borealis in early 2014 and will be officially launched in Asia by Borouge at Chinaplas in April. Based on Borealis' proprietary Borstar® polyethylene (PE) technology, BorPure MB5568 is designed particularly to complement the industry's widening adoption of lightweight, standard short-neck closures (PCO 1881) that bring savings for the total packaging.

The unique Borstar platform allows the tailoring of PE mechanical and processing properties to match specific application needs without performance compromises, using less material. This advantage is further enhanced by the improved stiffness and Environmental Stress Crack Resistance (ESCR) exhibited by BorPure MB5568, which potentially enables additional cap and closure downgauging with consequent material and production cost savings, as well as contributing to carbon footprint reduction and, therefore, sustainability.

"Cost reduction in bottle production is a key factor in competitiveness for the beverage industry and lowering the volume of material used in caps is a focus element of that initiative," comments Russell Tew, Borealis Marketing Manager, Advanced Packaging and Fibre. "BorPure MB5568 has been developed jointly by Borealis and Borouge to positively aid that objective by allowing converters and brand owners globally to further reduce the amount of plastic, which is contributing further to the cost-reduction initiatives taking place in the beverage industry."

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Also of primary importance to the consumer is the ‘as bottled’ taste of the product. BorPure MB5568, as all BorPure grades, offers excellent organoleptic properties and has no taste or odour influence on bottle contents – a parameter monitored to ensure consistent batch-to-batch quality.

As a multimodal polymer, BorPure MB5568 has a flow equal to that of benchmark monomodal MFR 2 HDPE resin. The advantage of the material is also evident in its enhanced ESCR performance, giving a 50% improvement on the already outstanding ESCR of its predecessor BorPure MB6561.

“Borealis and Borouge, as the leading suppliers to the caps and closures industry, work continuously to identify changing market demands and deliver timely solutions that benefit the whole value chain from converter to consumer,” adds Rainer Hoefling, Borealis Vice President Advanced Packaging and Fibre. “BorPure MB5568 offers a new level of packaging total cost performance efficiencies in line with that goal.”

From April 23-26, 2014, Borouge will be participating in Chinaplas 2014 in Shanghai, China, and will officially launch MB5568 at the event.

From April 28-30, 2014, Borealis will be participating in and sponsoring the Plastic Closure Innovations Conference in Berlin, Germany, and giving a presentation about HDPE and PP solutions to the challenges of the caps and closures industry.



BorPure MB5568. Photo: © Borealis.

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Borealis Advanced Packaging & Fibre

For over 50 years, Borealis has been a leading supplier of superior polyolefin plastics for advanced packaging and fibre solutions. Thanks to its unique and proprietary technologies as well as its deep understanding of customer needs and market demands, Borealis provides a large portfolio of innovative products and services which create real value for clients and partners in Europe, the Middle East and Asia. The unique Borstar® technology supports a broad field of applications in the manufacture of film, fibre, coating and thermoforming products. The unique Borstar® and BNT (Borealis Borstar Nucleation Technology) technologies also support a wide range of polyolefin applications in injection and blow moulding processing and drive innovation in packaging for bottles, caps and closures, thin wall packaging, transport packaging and houseware articles. Borstar® technology supports a broad field of applications in the manufacture of film, fibre, coating and thermoforming products.

Borealis and Borouge

Borealis is a leading provider of innovative solutions in the fields of polyolefins, base chemicals and fertilizers. 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

www.borouge.com

www.waterfortheworld.net

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