

**Media Release**  
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## **Borealis extends Queo™ plastomers portfolio with polyolefin elastomers, rebrands Compact technology to Borceed™**

Borealis, a leading provider of innovative solutions in the fields of polyolefins, base chemicals and fertilizers, announces the extension of its Queo™ polyolefin plastomers (POP) portfolio through the launch of three new polyolefin elastomers (POE) grades on 7 June 2016 at their Pre-K event in Linz, Austria. It also announces the rebranding of the Compact technology, which will now be known as Borceed™. Borceed technology enables flexible materials exhibiting both plastic and elastomeric properties and is the platform supporting Borealis' Queo products. The Queo portfolio expansion further enhances Borealis' product offering of high-value specialty polyethylene (PE) products for the high-end segments of the automotive, consumer packaging, housewares, and wire and cable industries.

### **Queo plastomers and elastomers – Together we can**

Borealis plastomers is a relatively new pillar of the Borealis Polyolefins family and its product brand Queo was launched in 2013. True to the Latin meaning of its name – “I can” – Queo products allow for the development of comprehensive solutions in both pure format and as a component in blends or compounds, creating maximum value for Borealis customers around the globe.

The Queo portfolio encompasses a range of multi-talented polyolefin plastomers and, now with this launch of three new grades, elastomers that bridge the performance gap between conventional polyolefin plastics like PE and conventional elastomers like ethylene propylene diene monomer (EPDM). Produced using the proprietary Borceed technology, Queo plastomers and elastomers combine many of the physical properties of a rubber with the processing advantages of a thermoplastic material.

### **Launch of three new Queo polyolefin elastomers grades in June 2016**

Borealis is now expanding its Queo product portfolio with the launch of three new polyolefin elastomer grades:

- Queo™ 6800LA (density 868, melt flow rate 0.5)
- Queo™ 7001LA (density 870, melt flow rate 1.0)

- Queo™ 7007LA (density 870, melt flow rate 6.6)

Working with key players along the value chain in the respective target industries, Borealis has screened and validated product performance of the new grades. Focus applications for which Queo elastomers offer an especially appealing value-added proposition include:

- Thermoplastic polyolefins for automotive parts, appliances and housewares
- Adhesives
- Cable bedding compounds
- Grafted polymers
- Highly resilient flooring such as playground surfaces and running tracks
- Industrial film

Whilst Queo polyolefin plastomers are primarily aimed at applications requiring good to moderate flexibility combined with higher thermal properties and high mechanical strengths, Queo polyolefin elastomers are the material of choice when it comes to enhanced flexibility and outstanding low temperature impact.

Queo polyolefin elastomers deliver a number of additional benefits when compared to existing plastomers including:

- Reduced crystallinity
- Lower melting points (55–75°C)
- Very high flexibility (<20 MPa) and low temperature impact
- Decreased density
- Improved low temperature performance (glass transition –55 °C)

			Polyolefin Elastomers		Polyolefin Plastomers			
<b>Density</b>	kg/m <sup>3</sup>	ISO1183	860	870	880	890	900	910
<b>DSC Peak melting point</b>	°C	ISO11357	40	60	75	85	95	105
<b>Flexural modulus</b>	Mpa	ISO178	5	10	20	40	70	130

Image: Comparison of select properties of polyolefin elastomers and plastomers.  
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“We are especially excited about the launch of our new Queo grades because they symbolise our commitment to expanding the range of solutions we can offer to our customers,” explains John Webster, Head of New Business Development, Borealis. “By leveraging core Borealis technologies on the one hand, and our leading supplier position in Europe on the other, we can ensure the reliable and secure supply of consistent, high quality polyolefin plastomers and elastomers in the long term.”

## Borceed™ Technology: The platform behind Queo

Borealis is also announcing the rebranding of its Compact technology. A Borealis proprietary solution originally developed and marketed by DSM, it will now be known as Borceed. The new name unites “Borealis” with the company value “Exceed,” conveying the ongoing mission to constantly go beyond customer expectations by reaching for new heights in innovation, product performance, and customer service.

A technology enabling flexible materials that exhibit both plastic and elastomeric properties, Borceed is the platform behind the Queo products. It complements the proprietary Borealis technologies Borstar® and Borlink™ and can serve similar target markets and customers as these existing technologies, such as automotive, wire and cable, and high-end packaging.

“The timing of both the Queo portfolio expansion and the Borceed rebranding couldn’t be more appropriate, given that we launched the Queo brand itself at the previous K Fair in 2013. We have now passed the next major milestone in our mission to becoming an innovation leader in plastomers, and this is truly an exciting message to be able to broadcast at this year’s K,” says Maurits van Tol, Borealis Vice President Innovation and Technology. “We are confident that our Borealis plastomers portfolio expansion will help us penetrate new markets and cement our innovation leadership in this area. Be on the lookout for more exciting developments in Borealis plastomers in the future.”



Image: Specialized storage facilities for Queo PO Elastomers at the Borealis plastomers and elastomers production facility in Geleen, The Netherlands.

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**Visit Borealis, Borouge and NOVA Chemicals at the K Fair from 19-26 October in Düsseldorf, Germany, hall 6, stand 6A43.**

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**About Borealis Plastomers**

As one of the more recent additions to the Borealis polyolefins family, Borealis plastomers along with its product brand Queo™, enable Borealis to consolidate its leading European market position and capitalise on future growth opportunities. Borealis is working with its customers and partners in a wide range of target applications to develop attractive polyolefin plastomer and elastomer solutions for projects with demanding sealing, flexibility, compatibility and processability requirements. As proven solution providers, Borealis continues to build on its impressive track record of Value Creation through Innovation, most recently with its best-in-class sealing performance in multilayer advanced flexible packaging and low temperature impact performance in automotive TPO compounds.

**About Borealis**

Borealis is a leading provider of innovative solutions in the fields of polyolefins, base chemicals and fertilizers. With headquarters in Vienna, Austria, the company currently has around 6,500 employees and operates in over 120 countries. Borealis generated EUR 7.7 billion in sales revenue and a net profit of EUR 988 million in 2015. The International Petroleum Investment Company (IPIC) of Abu Dhabi owns 64% of the company, the remaining 36% belonging to OMV, an international, integrated oil and gas company based in Vienna. 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 more than 50 years of experience in polyolefins, Borealis and Borouge support key industries with a wide range of applications in the areas of energy, automotive, pipes, consumer products, healthcare, and advanced packaging.

The Borouge 3 plant expansion will make Borouge the world's largest integrated polyolefins complex. Once fully ramped up in 2016, the additional 2.5 million tonnes of polyolefins capacity will yield a total Borouge capacity of 4.5 million tonnes, and a combined Borealis and Borouge capacity of 8 million tonnes.

Borealis offers a wide range of base chemicals, including melamine, phenol, acetone, ethylene, propylene, butadiene and pygas, servicing a wide range of industries. Borealis also creates real value for the agricultural industry, selling approximately 5 million tonnes of fertilizers. Technical nitrogen and melamine products complement the portfolio with applications ranging from mono-nitrogen oxide (NOx) abatement to glues and laminates in the wood working industry.

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

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