

Media Release

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Frost & Sullivan recognizes Borealis with the Product Leadership Award in the Power Cable Materials Industry

Borealis recognized as an innovative leader in power cable solutions and as a reliable and future-ready partner.

Based on its recent analysis of the power cable materials industry, Frost & Sullivan recognizes Borealis with the 2017 European Product Leadership Award for its power cable solutions.

The European Commission has begun an initiative in which targeted countries are to interconnect at least 10% of domestically produced power to neighbours, gradually transforming Europe into a single energy market. This initiative is driving Europe's need for high-capacity power transmission over longer distances; energy industry participants want transmission to be as efficient and effective as possible with a higher voltage level than currently commercialized. To achieve this, there is a need for innovative cables and extruded insulation and jacketing systems.

Although some countries such as Turkey still use multipolymer (PVC and PE) solutions in power cables, major parts of European distribution and transmission system operators have shown a clear preference for crosslinked low-density polyethylene-based materials (XLPE) for power cable insulation systems and polyethylene for jacketing. Cables using multi-polymer solutions such as XLPE insulation and PVC jacketing pose a recycling challenge that is best addressed through the use of monopolymer solutions (i.e., XLPE insulation and PE jacketing).

"Utility companies also tend to base their purchase decisions on the total cost of ownership, taking into account functionality and durability rather than just the cost of the cable system," said Sayan Mukherjee, Frost & Sullivan senior research analyst. "Therefore, cable material manufacturers need to ensure that their products provide the optimal cost of ownership, which means developing cable systems focused on efficiency, effectiveness, and recyclability."

Borealis AG is one of the most prominent and innovative companies in the power cable materials market. Its product portfolio is rich in PE-based polymers, including its proprietary Borlink™ technology, which meets the most demanding applications from utility companies for extra-high-voltage AC and long-distance DC transmission. In low-voltage distribution cables, Borealis' proprietary Visico™/Ambicat™ technology is the industry-leading silane crosslinked PE solution, which offers high

productivity in not only cable manufacturing but also the benefits to distribution system operators when replacing PVC.

The company's proprietary Borstar® technology is a market-leading jacketing solution for power cables, offering low shrinkage and stress crack resistance. Installers can put Borstar-jacketed cables in heavy ground soil without the use of special ducts or sand bedding because the jacket provides high mechanical strength and a high water barrier.

Borealis' main products for the Energy industry include:

- Visico™/Ambicat™ technology, a high-quality and cost-effective solution for low-voltage cables.
- Borlink™ technology, used in medium-, high-, and extra-high-voltage cables.
- Casico™, the company's other solution featuring thermoplastic, low-smoke, halogen free, fit for purpose flame retardancy

Borealis AG is looking to increase its share in the solar energy market with the recent introduction of its solar brand Quentys™. It is also finalizing an investment in an electrical testing laboratory in Sweden where it can perform more demanding tests, adding value for their customers.

“As power cable demands and technical requirements change in Europe, Borealis AG has maintained its product leadership through constant innovation and strong customer relationships. Its proprietary Borlink, Borstar, Visico/Ambicat, and Casico solutions for power cables offer a market-leading value proposition for customers through its integrated chemistry, production, and supply-chain technology,” Mukherjee said.

The company is active in more than 120 countries, and has company-owned sales and distribution centres in North America, Latin America, Africa, and the Asia-Pacific region. Borealis AG continues to pursue innovative products and provide outstanding customer service, and has an extended team of sales and technical service personnel available to assist customers in the field. For its development of innovative technologies and strong market performance, Borealis AG has earned the Frost & Sullivan's 2017 Product Leadership Award in the power cable materials market.



Photo: Wendy Loyens, Borealis Manager Business Growth EHV/HV, at the Frost & Sullivan 2017 Best Practices Awards ceremony in London, UK
Photo: © Frost & Sullivan

Each year, Frost & Sullivan presents this award to the company that has developed a product with innovative features and functionality that is gaining rapid market acceptance. The award recognizes the quality of the solution and the customer value enhancements it enables.

Frost & Sullivan Best Practices awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts

compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research to identify best practices in the industry.

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About Borealis Energy Solutions

For over 50 years, Borealis has been a leading provider of polyolefin compounds for the global wire and cable industry. Its large portfolio of products and services is based on unique and proprietary technologies that create real value for customers and enable step-change innovations. A broad range of sophisticated extra-high, high and medium voltage cable applications as well as semi-conductive products are made possible by Borealis' Borlink™ technology. Borealis' Visico™/Ambicat™ technology is used in low voltage energy transmission and distribution cable solutions, where it helps extend the lifetime of cable systems. Capacitor film products are consistently and qualitatively enhanced by Borealis' leading polypropylene (PP) material solutions.

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 around 6,600 employees and operates in over 120 countries. Borealis generated EUR 7.2 billion in sales revenue and a net profit of EUR 1,107 million in 2016. 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 around the world in collaboration with Borouge, a joint venture with the Abu Dhabi National Oil Company (ADNOC).

About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, works in collaboration with clients to leverage visionary innovation that addresses the global challenges and related growth opportunities that will make or break today's market participants. For more than 50 years, we have been developing growth strategies for the global 1000, emerging businesses, the public sector and the investment community. Contact us: Start the discussion.

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