



Media Release

Vienna, Austria | 21 September 2022

Collaboration between Borealis, Neste and MAM brings new soother to market made with renewably-sourced feedstock

- **MAM is accelerating action on circularity together with Borealis by introducing MAM Original Pure soother and packaging made possible by Borealis Bornewables™ portfolio of circular polyolefins**
- **Upstream value chain partner Neste is the supplier of renewable feedstock Neste RE™ based on waste and residue streams for the manufacture of Bornewables polypropylene**
- **Advancing EverMinds™ ambitions through value chain collaboration in the name of plastics circularity**

Borealis, Neste and MAM collaboratively announce an exciting product development made possible by value chain collaboration in the spirit of [EverMinds™](#), the platform created to accelerate action on plastics circularity. MAM has been creating innovative and unique baby products such as soothers and baby bottles for more than 45 years, and has recently launched its first climate-neutral soother. The rigid part of the new MAM Original Pure soother is composed of renewably-sourced polypropylene (PP) from the [Bornewables™ portfolio](#) of circular polyolefins, manufactured with [Neste RE™](#) produced entirely from renewable raw materials.

Furthermore, the packaging of MAM Original Pure soother, which also functions as a steriliser box, is also made using the Bornewables. This development is an excellent example of how eco-efficient design and the use of circular polyolefins can substantially reduce the carbon footprint of a product while at the same time guaranteeing its safety and superior product quality. Both the MAM Original Pure soother and its protective packaging will be on display at the Borealis K 2022 stand in October.

In their efforts to decarbonise and reach their sustainability targets, many industry sectors are seeking safe and cost-efficient alternatives for plastics made using fossil-based feedstock. Grades in the Bornewables portfolio are often the ideal replacement solution. Using renewable Neste RE™ feedstock derived for this collaboration solely from vegetable oil origin waste and residue streams, the Bornewables are produced according to the mass balance model which enables circular polyolefins to be tracked, traced, and verified throughout the entire value chain. Upstream partner Neste supplies Neste RE™ feedstock consisting of renewable propane to Borealis for dehydrogenation. It is first converted to renewable propylene, then to renewable PP at Borealis' own ISCC PLUS certified production facilities in Belgium. As a drop-in solution on the production line, the Bornewables are commercially available in Europe and are suitable for use in a wide range of applications, including food packaging.

“In line with our EverMinds™ initiatives to work with partners along the value chain to accelerate action on circularity, we strive to offer innovative and circular material solutions that help our partners and customers attain their own ambitious climate and sustainability targets – with this, we re-invent essentials for sustainable living,” says Peter Voortmans, Borealis Global Commercial Director Consumer Products.

The collaboration with Neste and MAM is a prime example of how upstream and downstream partners can come together to accelerate plastics circularity.”

“The MAM Original Pure soothers show how renewable feedstock such as Neste RE™ has become a viable alternative to conventional fossil feedstock even in sensitive applications,” says Maria Carcolé, Neste Head of Brand Owner Management from Renewable Polymers & Chemicals business unit. “We are happy to contribute to new products with significantly reduced greenhouse gas emissions while helping maintain product safety and performance at the highest level.”

“After nearly a decade of intensive research and as a next milestone in our sustainability efforts, we are now very proud to launch our MAM Original Pure soother range made of renewably-sourced raw materials. The new product range is made for the healthy growth of babies and contributes to sustainable development that secures the future of our planet,” says Peter Röhrig, CEO and Founder of MAM.



Photo | The new MAM Original Pure soother is composed of renewably-sourced polypropylene (PP) from the Bornewables™ portfolio of circular polyolefins, manufactured with Neste RE™ produced entirely from renewable raw materials.
Photo: © MAM

K 2022 will take place from 19 to 26 October 2022 in Düsseldorf, Germany.

We invite you to “Innovate Collaborate Accelerate” together with us by visiting Borealis and Borouge in Hall 6 at Stand A43, where the MAM Original Pure soother and packaging will be on display.

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About Borealis

Borealis is one of the world's leading providers of advanced and sustainable polyolefin solutions and a European front-runner in polyolefins recycling. In Europe, we are a market leader in base chemicals and fertilizers. We leverage our polymer expertise and decades of experience to offer value adding, innovative and circular material solutions for key industries such as consumer products, energy, healthcare, infrastructure and mobility. In re-inventing essentials for sustainable living, we build on our commitment to safety, our people, innovation and technology, and performance excellence. We are accelerating the transformation to a circular economy of polyolefins and expanding our geographical footprint to better serve our customers around the globe.

With head offices in Vienna, Austria, we employ 6,900 employees and operate in over 120 countries. In 2021, we generated total sales of EUR 12.342 billion and a net profit of EUR 1,396 million. OMV, the Austria-based international oil and gas company, owns 75% of our shares, while the remaining 25% is owned by a holding company of the Abu-Dhabi based Mubadala. We supply services and products to customers around the globe through Borealis and two important joint ventures: Borouge (with the Abu Dhabi National Oil Company, or ADNOC, based in UAE); and Baystar™ (with TotalEnergies, based in the US). www.borealisgroup.com | www.borealiseverminds.com

About Borouge

Borouge, listed on the Abu Dhabi Securities Exchange (ADX symbol "BOROUGE" / ISIN "AEE01072B225"), is a leading petrochemical company that provides innovative and differentiated polyolefin solutions for the energy, infrastructure, mobility, advanced packaging, healthcare and agriculture industries. ADNOC owns a majority 54% stake and Borealis holds a 36% stake in Borouge.

To find out more, visit: borouge.com

About Neste

Neste (NESTE, Nasdaq Helsinki) creates solutions for combating climate change and accelerating a shift to a circular economy. We refine waste, residues and innovative raw materials into renewable fuels and sustainable feedstock for plastics and other materials. We are the world's leading producer of sustainable aviation fuel and renewable diesel and developing chemical recycling to combat the plastic waste challenge. We aim at helping customers to reduce their greenhouse gas emissions with our renewable and circular solutions by at least 20 million tons annually by 2030. Our ambition is to make the Porvoo oil refinery in Finland the most sustainable refinery in Europe by 2030. We are introducing renewable and recycled raw materials such as liquefied waste plastic as refinery raw materials. We have committed to reaching carbon-neutral production by 2035, and we will reduce the carbon emission intensity of sold products by 50% by 2040. We also have set high standards for biodiversity, human rights and supply chain. We have consistently been included in the Dow Jones Sustainability Indices and the Global 100 list of the world's most sustainable companies. In 2021, Neste's revenue stood at EUR 15.1 billion.

Read more: neste.com

About MAM

Founded in 1976 by Austrian plastics engineer Peter Röhrig, MAM manufactures premium baby products, outstanding in their safety, function and convenience, combining attractive, exclusive design with proven medical benefits. In addition to soothers and baby bottles, MAM's product portfolio has evolved over the years to include related accessories & breastfeeding products as well as cups, specialist teething and oral care products. As an Austrian brand with production plants in Hungary and Thailand, MAM currently employs over 900 people and sells more than 100 million baby products annually in 60 countries on five continents. The company is leading for soothers in the USA and much of Europe, including the Scandinavian countries, France and Austria, as well as Brazil and Israel. MAM has a strong emphasis on sustainability and ethical business practices and has been the first in its sector to publish a CSR Report - since 2017 according to SDG criteria (Sustainable Development Goals of the United Nations). Since 1990 MAM has been a leading member of the European Committee for Standardization (CEN). Numerous safety standards can be attributed to MAM's initiatives. MAM soothers are subjected to 40 different testing methods while MAM Baby bottles need to pass 28 separate tests. All in 12,000 working hours per year are invested in in-house quality & compliance testing. This outstanding commitment was recognised by the EU, and in 2019 MAM received the first ever EU Product Safety Award.

Read more: www.mambaby.com

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