

CASE STUDY

Borealis and Intraplás are fast-tracking sustainability in packaging

New premium cup made with 100% renewable
feedstock introduced to market in record time

In partnership with



بروج
Borouge



Borealis and Intraplás accelerate the launch of drop-in and more sustainable packaging solutions thanks to long-term collaboration

New certified renewable cup made using 100% circular polyolefins from the Bornewables™ portfolio

The decades-long partnership between Borealis and Intraplás is founded on a shared dedication to innovation in packaging. The two companies have consistently delivered thermoforming applications to the market that are characterised by excellent mechanical performance thanks to proprietary Borstar® and Borstar® Nucleation Technology.

In the case at hand, Borealis and Intraplás aimed to develop a food packaging format with a substantially reduced carbon footprint. The partners identified the ideal material solution: The Bornewables™ portfolio of premium polyolefins. These grades are produced with ISCC PLUS (International Sustainability & Carbon Certification) certified renewable feedstock derived entirely from waste and residue streams, and which can be traced to their points of origin. In record time, Borealis and Intraplás developed and launched a sustainable cup produced with 100% ISCC PLUS certified renewable feedstock.



The advantages of using the Borneables portfolio of circular premium polyolefins are compelling:

- Grades offer the same product safety and performance characteristics as virgin polyolefins, yet with a substantially reduced carbon footprint
- Grade name and technical properties remain the same, and the end product is fully recyclable
- Can be used as an effective drop-in solution without requiring grade revalidation
- Manufactured using second-generation feedstock of vegetable origin, meaning the feedstock does not compete with food or feed, and is not based on fossil fuels
- Enable substantial carbon footprint reductions in new or existing packaging designs.

The Borneables circular portfolio is produced according to the mass balance model, which replaces conventional feedstock with identical volumes of ISCC PLUS certified sustainable feedstock. The Borneables exemplify the spirit and vision of the Borealis platform EverMinds™ that accelerates the transition to a circular economy of plastics by facilitating change and uniting value chain partners and other stakeholders.





“As a global provider of packaging, our ambition at Intraplás is to provide sustainable packaging to the market without compromising food safety. This is why we are constantly exploring new ways to minimise the environmental impact of our products by using novel and alternative materials and technologies which enable us to maintain the high quality levels we are known for. As a converter, Intraplás is proud to have collaborated on the development of this certified renewable cup made using 100% renewable-based feedstock. We look forward to continuing our co-operation with Borealis to expand our range of renewable packaging solutions.”

Marisa Alves

Intraplás Chief Procurement Officer

“Our primary focus is delivering the solutions that our customers and the value chain need. As a customer-centric innovator, Borealis works closely with long-term partners such as Intraplás to develop and bring to market circular solutions which are not only more sustainable, but offer the same performance characteristics, quality, and safety standards as virgin polyolefins. Our Bornewables portfolio of circular polyolefins is an excellent example of how we can offer converters and brand owners novel material solutions which accelerate the transition to a circular economy of plastics, and reduce dependence on fossil fuel-based feedstocks. At Borealis, this is what we mean by re-inventing essentials for more sustainable living.”

Peter Voortmans

Borealis Global Commercial Director Consumer Products

Borealis and Borouge packaging solutions are making everyday life easier

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Borealis is one of the world's leading providers of advanced and circular polyolefin solutions and a European market leader in base chemicals, fertilizers and the mechanical recycling of plastics. We leverage our polymers expertise and decades of experience to offer value adding, innovative and circular material solutions for key industries. In re-inventing for more sustainable living, we build on our commitment to safety, our people and excellence as we accelerate the transformation to a circular economy and expand our geographical footprint.

With head offices in Vienna, Austria, Borealis employs 6,900 employees and operates in over 120 countries. In 2021, Borealis generated total sales and other income of EUR 10,153 million and a net profit of EUR 1,396 million. OMV, the Austria-based international oil and gas company, owns 75% of Borealis, 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).

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