

{SAMPLE PRESENTER BIO AND ABSTRACT}



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BIOGRAPHY

Robert Gubo is the Application Marketing Manager in the Mobility Business Unit at Borealis Polyolefine GbmH, located in Linz/Austria. He is responsible for the strategic direction, business development and marketing of new PP innovations in the car interior segment. Since 1989 at Borealis, he has held various positions in market development and marketing of PP for the automotive and appliance industries. He holds a degree in plastics engineering and graduated in business administration at the Distance University of Applied Sciences in Hamburg/Germany.

ABSTRACT

Innovative Polypropylene Material Concepts for Lightweight Interiors with Improved Surface Quality.

Borealis presents new innovative polypropylene (PP) solutions for car interior parts.

Borealis lightweight PP solutions, contribute to the overall weight reduction of the vehicle, therefore helping in saving fuel and lowering the CO2 emissions. Furthermore, the aesthetics of the car interior are becoming more and more important.

Borealis will introduce new PP material concepts which address the demand for lowering the weight, combined with a high quality perception.

The new TPO compound developments, based on Borealis' own polymerization technology and the use of new mineral modifiers, show excellent surface appearance as well as good haptics and allow replacement of PC/ABS molded trims.

With the use of renewable sourced modifiers, the natural fiber modified polypropylene for injection moulding shows great potential for further weight savings, combined with excellent surface aesthetics and improved production efficiency.

Borealis demonstrates again its capability in delivering step change innovations that the industry requires in cost-efficiency, weight reduction and environmental performance.