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April 2008

Volvo, in participation with Sapa Automotive, takes top honours in Power of Aluminium Awards 2008

Car manufacturer Volvo, in conjunction with Sapa Automotive, has taken the top honours in the Transport & Automotive category at the Power of Aluminium Awards 2008.



Transport and Automotive winner Volvo in conjunction with Sapa Automotive, pictured with Wayne Hemingway MBE

Developed to showcase aluminium as the metal of the future and recognise and reward some of the most innovative and exciting examples of how it has been used worldwide, the Awards were presented at a ceremony held at Warwick University on 17 April 2008.



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Volvo scooped the Winner's trophy and £8,000 prize for its Load Retainer system for the Volvo V70 - a flexible luggage fixation system which allows a number of items to be held securely in place when the vehicle is moving. Judges recognised the clever use of aluminium and exceptional design features which allows the product to be both flexible and functional.

Also recognised in the Transport & Automotive category was Joloda, which took the Highly Commended title and £2,000 for its Trailer Skate System.

Speaking at the Awards leading designer Wayne Hemingway said: "I'm pleased to be part of the Power of Aluminium Awards – a valuable platform for designers, and engineers alike, to demonstrate their ingenuity in using aluminium in many market sectors."

For the Power of Aluminium, Judy Howson said: "Aluminium is such a modern, attractive and sustainable material and our Award winners have demonstrated how they have gone beyond the brief to create innovative new applications using this versatile metal."

The Awards, which were presented in front of an industry-leading audience, form an integral part of the calendar for the Power of Aluminium – an umbrella organisation formed to champion the use of aluminium worldwide.

Recognising the importance of the Power of Aluminium Awards 2008, sponsors included: Sapa Profiles UK, Hydro Aluminium Extrusion, British Aluminium Tubes, BOAL Aluminium, the Council for Aluminium in Building, Powdertech Group, Jaguar, Ribble Packaging, Aluminium Stockholders Associations and the Aluminium Federation, Technoform Bautec, the Aluminium Finishing Association and IOM³.



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For more information and photographs of the Awards ceremony, or simply to find out more about aluminium and its uses, visit www.powerofaluminium.com.

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