

PRESS RELEASE

28 May 2009



NEW 'POWER OF ALUMINIUM' AWARDS ANNOUNCED

Following the success of the first 'Power of Aluminium' Awards and the Young Designer Challenge in 2008, the Aluminium Federation (ALFED) and the UK Aluminium Extruders Association have announced details of a new competition, aimed specifically at student designers and engineers.

Any new design or product created after 1 January 2009, in which the use of aluminium extrusions forms an integral part, will be eligible for the 'Power of Aluminium' Extrusion in Design Awards 2009/2010.

The Awards are being sponsored by the UK Aluminium Extruders Association with support for ALFED.

"As an industry, we recognise the need to raise awareness of using aluminium, and particularly the importance of supporting designers and engineers," says Judy Howson, Marketing Manager of Sapa Profiles UK Limited. "In comparison with the rest of Europe, we use less than half of the per capita consumption of this versatile, recyclable and sustainable material".

"We need to realise its full potential and our intention is to try and challenge preconceptions and open minds to the endless possibilities that aluminium offers."

"This is why the 'Power of Aluminium' Awards are vital in offering technical support and advice when designing with aluminium extrusions."

The prize fund totals £1500.

The closing date for entries is 1 April 2010.

The presentation of the Awards is scheduled for June 2010.

A 'Power of Aluminium' technical expert is also available to give general support and advice.

Further details and entry forms can be downloaded at www.powerofaluminium.com.

The competition is open to students or recent graduates whose designs were initiated as students.

Entries are also welcome from members of student project teams.

Notes to Editors

The aluminium extrusion process provides virtually unlimited opportunities to the product designer, with the added benefit of low tooling costs and short lead times.

The Aluminium Federation (ALFED) is the Trade Association which represents the UK Aluminium Industry.

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The UK Aluminium Extruders Association (AEA) was the main sponsor of the 'Power of Aluminium' Awards 2008 and is also sponsoring the new Awards.

The AEA consists of three companies in the UK – Sapa Profiles Limited, Hydro Aluminium Extrusions and Capital Aluminium Extrusions. The AEA is one of ALFED's Member Associations.

A 'Power of Aluminium' Awards logo is attached for your use.

For further details please contact ALFED's Public Affairs Executive, Richard Mahoney, on 0121-601 6361 (r_mahoney@alfed.org.uk)

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