



THE POWER OF
ALUMINIUM

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March 2007

CAB is first to back The Power of Aluminium Awards

The Council for Aluminium in Building (CAB) has become the first major supporter of The Power of Aluminium Awards.

It has agreed a headline sponsor package for the Awards' Building & Construction category.

CAB supports the interests of the architectural aluminium industry by encouraging increased use of aluminium products in architecture and the construction industry.

It is backing the Awards ahead of the 2007 schedule for attracting sponsors, announcing its intention to get behind the initiative just before Christmas.

The Awards will be hosted by designer and fan of aluminium Wayne Hemingway. Date and venue to be announced

They will be the culmination of more than a year of activity by The Power of Aluminium, a not-for-profit umbrella group formed in 2006 to encourage use of aluminium and aluminium extrusions among designers, architects, engineers, specifiers and students.

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For correspondence only: 72 Francis Road, Edgbaston, Birmingham, B16 8SP. **T:** 0121 450 4260 **F:** 0121 455 9785

Registered Office: Broadway House, 60 Calthorpe Road, Five Ways, Birmingham, B15 1TN. **T:** 0121 456 1103 **F:** 0870 138 9714 www.powerofaluminium.com

VAT Reg no. 723801 (England)



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Total prize money of up to £56,000 will be shared across eight categories:

- Automotive
- Building & Construction
- Mass Transportation
- Industrial
- Design: Concept
- Design: Innovation
- Student
- Most attractive surface finish

CAB chief executive Justin Ratcliffe said: “Our members were impressed by the whole Power of Aluminium concept, and when the opportunity arose to support the associated Awards they were keen to get behind them.

“Anything that highlights the use of aluminium as a sustainable material has to be a good thing, particularly when it is branded strongly.”

CAB members are involved in all stages of construction, extrusion and design of systems, fabrication of products, finishing, production of associated products and site installation.

Head of The Power of Aluminium Andy McLoughlin said: “We are very pleased to welcome CAB as the headline sponsor for the Building & Construction category.

“It shares our aims in wanting to promote aluminium in architecture and construction, so its backing of that award is a perfect fit.”

Headline sponsor packages at £15,000 are now being sought for the remaining six award categories.

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Notes to Editors

The Power of Aluminium is an umbrella group representing interested parties in the aluminium industry, bringing together large-scale manufacturers and professional bodies to communicate uses of aluminium and aluminium extrusions.

It provides access to leading industry experts who offer aluminium users their experience, insight, advice and best practice case studies.

In October 2008, The Power of Aluminium Awards will recognise and reward innovative and exciting use of aluminium and aluminium extrusions with up to £56,000 prize money.

www.powerofaluminium.com

For further information or a high resolution image, please contact:

Allyson Poad-Hindle

Email: apoad-hindle@wyattinternational.com

or

Ellie Ralph

Email: eralph@wyattinternational.com

Tel: 0121 450 4260

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