



THE POWER OF  
ALUMINIUM

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**March 2007**

**Doyle brings 25 years' technical experience to the Power of Aluminium**

The Power of Aluminium – the not-for-profit group formed to champion the 21<sup>st</sup> century metal – has revealed its in-house technical expert.



Geoff Doyle boasts more than 25 years' experience as a metallurgist, 20 of them working in the aluminium industry.

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Organisations that support this year's Power of Aluminium Awards are being offered the chance to tap into that wealth of knowledge, including free-of-charge design consultancy.

A BSc.Hons (Metallurgy) from the University of Newcastle-upon-Tyne and a Chartered Engineer and Member of The Institute of Materials, Minerals and Mining, Doyle runs his own consultancy – AluServ Ltd – offering metallurgical and management services in the aluminium and surface engineering sectors.

Recent AluServ projects have included increasing capacity and improving supply chain logistics between two suppliers to one of the UKs most prestigious car manufacturers, and project managing the consolidation of a two-site aluminium fabrication operation into a single facility.

The Power of Aluminium aims to increase use of aluminium extrusion among designers, architects, engineers, specifiers and students, and its first year of activity will culminate with The Power of Aluminium Awards, to be presented next year.

Total prize money of close to £60,000 will be shared across categories including:

- Automotive
- Building & Construction
- Industrial
- Design: Concept
- Design: Innovation
- Finishing
- Student

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Doyle said: “This is a major initiative, and one I’m delighted to be involved with. As well as providing the technical content for The Power of Aluminium website, I’ve so far been able to provide technical input for the Awards’ design categories, and have been liaising with leading universities to encourage students to get involved.”

Organisations that sponsor the awards will be able to tap into free consultancy time from Doyle, either via the [www.powerofaluminium.com](http://www.powerofaluminium.com) website or face-to-face, depending on their level of support.

The website – believed to be the world’s most comprehensive for aluminium extrusion design – answers myriad design and engineering questions as part of a free-of-charge design support service. It also allows visitors to share their views and best practice via a forum and features case studies.

Doyle’s expertise stretches from aluminium extrusions; research and development project management; corrosion, surface treatment and joining; and product quality.

Doyle, who lives in Gloucestershire, has been director of the Hydro Aluminium Technology Center for North American Operations; technical manager at Sapa’s Cheltenham extrusion plant; BA Tubes’ extrusion development manager and surface treatment and joining group leader at Hydro Aluminium’s Norwegian research and development centre.

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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.

The Power of Aluminium Awards will recognise and reward innovative and exciting use of aluminium and aluminium extrusions with more than £50,000 prize money.

[www.powerofaluminium.com](http://www.powerofaluminium.com)

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