



THE POWER OF
ALUMINIUM

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January 2008

Aluminium Awards getting closer...

Entries are now in for the inaugural Power of Aluminium Awards 2008.

To be held on 17 April 2008, the awards ceremony will 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.



Wayne Hemingway evening host of the Power of Aluminium Awards

The awards event, to be held at Warwick University in the Midlands, will be hosted by respected UK designer Wayne Hemingway who 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. The world of design, construction and manufacturing is moving very quickly and awards like these reward those who are pushing the boundaries."

Competing to win a share of a £50,000 prize fund, winners will be presented with their Awards in the categories of; Building and Construction; Consumer Engineered Goods; Transport; Most Innovative Surface Finish; and New Product Design at the evening awards event.



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Speaking for the Power of Aluminium, Judy Howson, said: "Aluminium is such a versatile, modern, attractive and sustainable material - these Awards will demonstrate how entrants have really gone beyond the brief to create innovative new applications using this metal and will celebrate their achievements in front of an industry-leading audience."

The Awards form an integral part of the calendar for the Power of Aluminium – an umbrella organisation formed to champion the use of aluminium worldwide. Technical enquiries from all over the globe are asked via the powerofaluminium.com website, with the organisation's technical expert Geoff Doyle responding with detailed, free advice on all aspects of the metal.

Recognising the importance of the Power of Aluminium Awards 2008, sponsors include: 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.

Don't miss out on your chance to attend this event along with the cream of the design, architecture, engineering and production industries. Tickets are priced at £55.00 +VAT per person and room reservations on site at Warwick University can be made at £55.00 +VAT per single room including breakfast. To reserve your place at this prestigious event an order form is available to complete online at www.powerofaluminium.com with payment by credit card or cheque. For further information please use the POA Hotline on 0121 450 4260.

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