



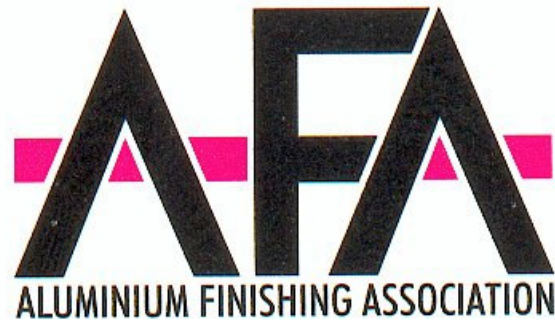
THE POWER OF
ALUMINIUM

IMAGINATION • INSPIRATION • INNOVATION

April 2007

AFA backs The Power of Aluminium Awards

The Aluminium Finishing Association (AFA) has become a supporter of The Power of Aluminium Awards, the showcase for the UK extrusion industry.



It has agreed a headline sponsor package for the Awards' Surface Finish category which aims to find the best use of surfacing in a completed project

The AFA brings together suppliers, powder coaters and anodisers to ensure a consistently high standard of finishing is available to the architectural, transport and engineering sectors served by its members.

The Awards will recognize and reward innovative and exciting uses of aluminium and aluminium extrusions. Designer and fan of aluminium Wayne Hemingway, will host the awards on 17th April 2008. A TV regular, he runs Hemingway Design, which is involved in urban, fashion, interior, product and media design projects. He is also chairman of Building for Life, an organisation comprising the house-building industry, government and campaigners, and with a shared commitment to quality in new homes.

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The awards will be the culmination of more than a year of activity by The Power of Aluminium, an expert group formed in 2006 to encourage use of aluminium and aluminium extrusion among designers, architects, engineers, specifiers and students.

Total prize money of up to £50,000 will be shared across six categories:

- Transport
- Building & Construction
- Most Innovative Surface Finish
- New product design
 - Concept
 - Material Substitution

AFA Chairman Carl Tomlinson said: “Power of Aluminium is an excellent opportunity for AFA to support the UK Aluminium Industry, which accounts for much of our business, and to raise the profile of high quality professional finishing.”

Head of The Power of Aluminium Andy McLoughlin said: “We are very pleased to welcome AFA as the headline sponsor for the Aluminium Finishing category.

“It shares our aims in wanting to promote aluminium across all the sectors, so its backing of that award is a perfect fit.”

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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 £56,000 prize money.

www.powerofaluminium.com

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