



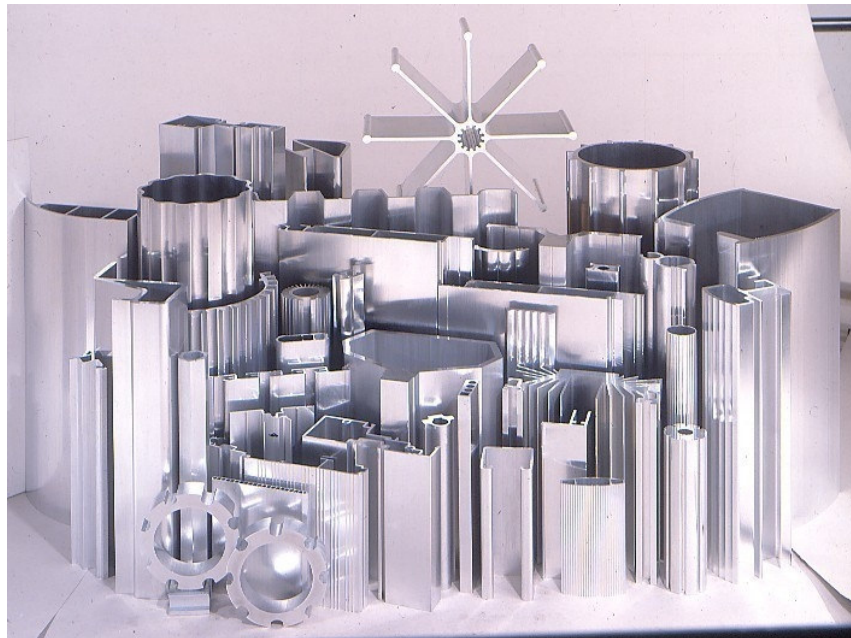
THE POWER OF
ALUMINIUM

IMAGINATION • INSPIRATION • INNOVATION

October 2007

Golden Awards Opportunity

You've only got until the end of the year to enter The Power of Aluminium Awards - the exciting new international competition established to showcase the metal of the future and reward design and innovation using aluminium.



Hi-res digital images are available on request

Many innovative entries have already been received by the Engineering sector, but there's plenty of time to enter and be in with a chance of winning your share in the £50,000 prize fund.

Backed by leading designer Wayne Hemingway, the awards celebrate design excellence in the following categories:

- Building and Construction
- Transport
- Consumer and Engineered Products



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Consideration will also be given for awards for New Product Design and Most Innovative Surface Finish.

The awards ceremony, to be held at Warwick University on 17 April 2008, will celebrate and reward the innovative use of aluminium, with aluminium extrusion as an integral feature, lifecycle thinking, environmental awareness, sustainability, commercial and technical viability.

Closing date is 31 December 2007 so if you would like to be recognised as a leading designer within your sector download an entry form today from www.powerofaluminium.com or call 0121 450 4260.

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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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