



THE POWER OF
ALUMINIUM

IMAGINATION • INSPIRATION • INNOVATION

11 June 2007

Construction industry urged to build-in more aluminium

The building and construction sector is being urged to realise the full potential of aluminium by thinking beyond its usual applications and using more of it.

The Power of Aluminium – formed to promote the use of aluminium extrusion by more engineers, designers and architects – believes greater benefits await builders if they use more of the world’s most versatile metal in a wider range of applications.

Head of The Power of Aluminium Andy McLoughlin said: “Window frames have long been made from extruded aluminium, but there are myriad ways in which aluminium and extrusions can be employed, including doors, facades, interior sections and fittings.

“It’s an attractive, strong, versatile and corrosion resistant material, and can be found in some of the UK’s most striking buildings, including Lord’s cricket ground, the Royal Ballet School and the new Wembley Stadium.”

The Power of Aluminium is also seeking backing from sponsors, industry experts and leading designers for The Power of Aluminium Awards, to be held in 2008.

With up to £60,000 total prize money, the Awards ceremony is already attracting interest among prospective entrants across seven key categories, including Transport, Consumer and Engineered Products, and Student.

more-

THE POWER OF ALUMINIUM

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)



THE POWER OF
ALUMINIUM

IMAGINATION • INSPIRATION • INNOVATION

11 June 2007

Construction industry urged to build-in more aluminium

McLoughlin said: “The organisation has come a long way since being formed, and it is pleasing to see it attracting the support and backing needed to make it a success in promoting this most important, attractive and versatile of metals. We are still seeking further sponsors and supporters for the Awards, to join us in celebrating design excellence in their arenas.”

The Awards will also encourage and promote the ongoing use of aluminium across a range of industries and has already received backing from the Council for Aluminium in Building, Aluminium Stockholders’ Association, Aluminium Finishers’ Association, and finishing company Powdertech.

Popular designer Wayne Hemingway will present the Awards, and help promote aluminium and aluminium extrusion. 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.

And Geoff Doyle, who boasts more than 25 years’ experience as a metallurgist – 20 of them working in the aluminium industry – is The Power of Aluminium’s own technical expert. Sponsors and supporters are being offered the chance to tap into his wealth of knowledge, including free-of-charge design consultancy.

Doyle has also played a key role in developing the <http://www.powerofaluminium.com> website, which is believed to be the most comprehensive source of aluminium-related technical information and best practice knowledge anywhere in the world.

For further information, please call The Power of Aluminium Hotline on 0121 450 4260.

-ends-

THE POWER OF ALUMINIUM

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)