



THE POWER OF
ALUMINIUM

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The Power of Aluminium has Euro vision

The new organisation set up to promote the use of aluminium and aluminium extrusion has Europe in its sights.

The Power of Aluminium, which wants to see increased use of the 21st century metal, is targeting entrants from the Continent for its 2008 Awards.



Guggenheim Museum, Bilbao¹

It is particularly keen to attract interest from Europe's largest producers and users of aluminium, Germany and Italy, where per capita consumption of aluminium is almost twice that of the UK.

In 2005, kg per capita consumption of extruded aluminium was:



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- Germany < 8kg
- Italy 7.5kg
- UK < 4kg

The Power of Aluminium Awards will offer total prize money of up to £60,000, and have won sponsorship from the UK's Council for Aluminium in Building, Aluminium Stockholders' Association, Aluminium Finishers' Association, and finishing company Powdertech.

Head of The Power of Aluminium Andy McLoughlin said: "We're inviting all users of aluminium and aluminium extrusion to enter the Awards, not just those in the UK, but on the Continent, too.

"We know there is huge take-up of the material there, and it might be the case that more exposure to what Europe is doing with aluminium will help drive increased interest and use here in the UK."

The Power of Aluminium has already begun to explore Euro opportunities, and was among those attending the recent 7th International Metallurgy Trade Fair (METEC), in Düsseldorf, Germany.

Popular designer Wayne Hemingway will present The Power of Aluminium Awards, and help promote aluminium and aluminium extrusion.

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 is also involved in developing the 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.

