



THE POWER OF  
ALUMINIUM

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## **Recyclability: aluminium's big advantage**

As sustainability continues to top the agenda in industry and society, the infinite recyclability of aluminium makes it the 21<sup>st</sup> century's material of choice, according to The Power of Aluminium.

Set up to promote increased use of aluminium and aluminium extrusion, the new organisation says the ability to recycle the metal over and over again – using only 5% of the energy used in its primary production – sets it apart from rival metals.

More than 60% of all aluminium is recycled, but The Power of Aluminium anticipates that this will increase steadily in future.

The Power of Aluminium wants to make the metal's 'green' credentials a central theme in its promotion of aluminium and aluminium extrusion during the build-up to The Power of Aluminium Awards, on 17<sup>th</sup> April 2008.

There, prizes will be awarded for innovative and exciting use of aluminium extrusion in seven categories, including building and construction; and transport, which have worldwide aluminium recycling rates of 25% and 28% respectively.

Head of The Power of Aluminium Judy Howson said: "At a time when protecting the environment, climate change and sustainability are at the top of so many agendas, the time is right for aluminium and aluminium extrusion.



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“Once out of the ground, it can be used in products as diverse as cars and cans again and again, at relatively little energy usage compared to rivals like steel.”

The Power of Aluminium Awards will offer total prize money of up to £50,000, and have won sponsorship from the UK’s Council for Aluminium in Building, Aluminium Stockholders’ Association, Aluminium Finishers’ Association, and finishing company Powdertech.

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](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.

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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.



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The Power of Aluminium Awards will recognise and reward innovative and exciting use of aluminium and aluminium extrusions with more than £50,000 prize money.

[www.powerofaluminium.com](http://www.powerofaluminium.com)

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