



THE POWER OF
ALUMINIUM

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November 2006

The Power of Aluminium is new force behind 21st century metal

The world's most versatile metal has a new champion.

The Power of Aluminium will communicate the advantages of the light, strong, 21st century metal to the likes of engineers, designers and architects.



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It is an umbrella group representing interested parties in the aluminium industry, bringing together large-scale manufacturers and professional bodies to promote aluminium and aluminium extrusions.

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Pushed through sophisticated tooling under high pressure, aluminium can be 'extruded' to form parts and products used in industries from aerospace and automotive to manufacturing and construction.

Through The Power of Aluminium, users of the material will have access to leading industry experts who can offer them a wealth of experience, insight, advice and best practice case studies.

This in turn will help aluminium and aluminium extrusion users develop new products, identify new applications and speed-up production processes, helping them get their products to market much faster.

Head of The Power of Aluminium Andy McLoughlin said: "Aluminium is a modern, exciting, good looking material, and The Power of Aluminium has been set up to communicate its qualities – particularly its strength, lightness and versatility – to both existing and prospective users.

"To those already using it, we want to demonstrate innovative new applications, while at the same time promoting aluminium's appearance, durability and eco-friendliness to a new generation we hope will embrace it."

A year of activity will culminate in October 2007, at The Power of Aluminium Awards, which will recognise and reward innovative and exciting use of aluminium and aluminium extrusions with more than £50,000 in prize money.

McLoughlin acknowledged the part played by the earlier Imagination Awards in promoting aluminium in the building and construction sectors, but said: "The Power of Aluminium and next year's Awards now embrace the whole of the aluminium industry and all sectors in which aluminium and extrusions can be used.

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“And while the Awards will be an important, attention-grabbing focal point, we want to extend our message beyond a single event through the likes of our online reference point for aluminium extrusion design in the UK, and proactive technical support.”

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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.

In October 2007, 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

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