



**ALUMINIUM 2010, 8th World Fair and Congress**  
14 -16 September 2010, Essen Exhibition Centre

25 May 2010

## **Global players Alcoa, Aleris, Hydro and Rio Tinto Alcan sponsor EUROPEAN ALUMINIUM AWARD 2010**

Once again the EUROPEAN ALUMINIUM AWARD 2010 got prominent supporters: The global players Alcoa, Aleris, Hydro and Rio Tinto Alcan will support the well-known prize as main sponsors. The competition is organised by the Aluminium Centrum (Houten, NL) in cooperation with the European Aluminium Association (EAA), the Gesamtverband der Aluminiumindustrie (the German Aluminium Association, GDA) and Reed Exhibitions, the organizer of ALUMINIUM 2010.

Every two years, the aluminium industry presents the European Aluminium Award to honour the best new developments in the industry. At this year's ALUMINIUM 2010, the award will be presented for the seventh time already. All in all, six awards will be presented in two categories: "Industrial Products" and "Consumer Products". For the first time, the award for "Young Designers" will specifically encourage young talents. In this category, students and designers in the under-30 age group present creative ideas and new approaches. The "Overall Jury Award" also promises great things. Here the focus is on the best contribution in the area of environmental compatibility, sustainability and energy efficiency.

All nominated products and projects will be on display at ALUMINIUM 2010 in Essen in September, the award presentation ceremony will be held on 14 September during the gala "ALUMINIUM Night".

## Statements of the sponsors:

“Being one of the leading innovators in the global aluminium industry, it’s our pleasure and honor that we are again one of the main sponsors of the European Aluminium Award competition. A prestigious event that will be showcasing sustainable aluminium intensive solutions for current and future generations.

As a sponsor we’re confident that our customers as well as their customers will recognize and appreciate our support of this program. By creating a platform through which they can put their latest innovations in the spotlight, we hope that new ideas and applications for aluminium will come to life.

Our expectation is that the Jury of the 2010 Aluminium Awards will undertake an effective selection in order to present the most innovative, sustainable and attractive solutions. This is good for the participants, creates value for us and our industry, but also for society at large.”

***Roland van der Aa, Director – Growth Practice, Alcoa***

Environmental concerns are not anymore the playground for politicians and action groups and have, rightly, entered the mainstream of our economy.

The characteristics of aluminium make it potentially one of the major contributors to a cleaner and more energy efficient future for the next generations.

Aleris, as a global leader in aluminium products and applications, contributes to this future with the development of innovative solutions in its extensive R&D facility and the various production facilities around the world.

We strongly believe that the EUROPEAN ALUMINIUM AWARD competition is another leading incentive to support innovations, and are proud to be associated with this initiative as a main sponsor.

***Roeland Baan, CEO, Aleris Europe***

"Aluminium is every day finding its way into new applications and innovative use. Hydro is the leading European aluminium company with strong focus on technology development and innovation. We support the European Aluminium Award, and hope it will inspire designers, manufacturers, architects, builders and constructors in their creative efforts."

***Johnny Undeli, Executive Vice President, Hydro***

Rio Tinto Alcan is pleased to sponsor the European Aluminium Award 2010 and to salute all participants for their creative applications of aluminium.

Rio Tinto Alcan is recognized for its ability to continually adapt and enhance its competitiveness and this, thanks to our first-rate assets and resources, our leading smelting technology, our capacity for innovation and our commitment to sustainable development.

We constantly strive for the right balance between economic, social and environmental considerations, which drives us to research, innovate and offer solutions to our customers ranging from thinner foil for packaging to light-weighting and energy savings for transportation and construction. Via a leadership philosophy that's focused on operational excellence, we engage with major industry players to develop and promote sustainable aluminium applications for growing markets.

We take this opportunity to thank all innovators — the designers, manufacturers, builders and constructors — that, through their vision, secure aluminium as a sustainable material for the future. Rio Tinto Alcan is a global leader and long-term supplier of sustainable aluminium. We collaborate with innovators and partners across the value chain to sell more than aluminium...we sell sustainability for future generations.

***Gordon Hamilton , Rio Tinto Alcan , Vice-President, Metal Management, Sales & Marketing***

[www.aluminium-award.eu](http://www.aluminium-award.eu).

[www.aluminium-messe.com](http://www.aluminium-messe.com)