

# ***Aluminum is Sustainable***



February 15, 2010

**The Aluminum Association supports the production and use of aluminum as a critical part of an improved quality of life for people in North America and throughout the world.**

- Established in 1934
- Represents 84 Companies

\$54.7 Billion in Shipments

Stimulating \$82.3 Billion in Economic  
Activity

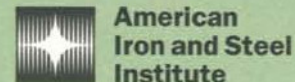
3,717 Production Facilities

Direct Employment 139,491

Indirect Employment 496,201

\$11.6 Billion in Exports

The New Steel. Sustainable, World Leader in Recycling.



**“More steel is recycled each year than all other materials combined, including aluminum, glass and paper.”**

**Sept 5, 2008 - The first attempt by Congress to address the threat of global warming since 1998, the McCain-Lieberman Climate Stewardship Act, failed to pass the Senate by a narrow margin, but Sen. John McCain says he may reintroduce the legislation as early as this spring.**



**"If there's no action before 2012, that's too late. What we do in the next two to three years will determine our future. This is the defining moment."**



**Sept 10 - A coalition of environmental and labor groups has proposed a national, \$100 billion public and private investment program to jump-start a clean energy-based economic surge**

Sustainability..."meets the needs of the present without compromising the ability of future generations to meet their own needs."

*Brundtland Commission, United Nations, 1983*

- We need to equip manufacturers, fabricators and consumers with the facts about aluminum as they demand more and more information about the products they market.

From:

- ✓ light weight
- ✓ corrosion resistant
- ✓ ease of fabrication

To:

- ✓ Energy Usage
- ✓ Life Cycle
- ✓ Green House Gas emissions

- Increasingly companies and entire industries need to be able to demonstrate good product stewardship, employee safety and an understanding and sensitivity to environmental impact.

- Profitability and business planning is affected if companies do not take sustainability into account. This is a “consumer driven” trend that is only going to increase:
  - Wal-Mart
  - Auto manufacturers
  - Packaging and beverage companies
  - B&C LEEDS-certification

All are pushing the industry to make more information available and to promote their sustainable production practices while remaining low-cost-competitive.

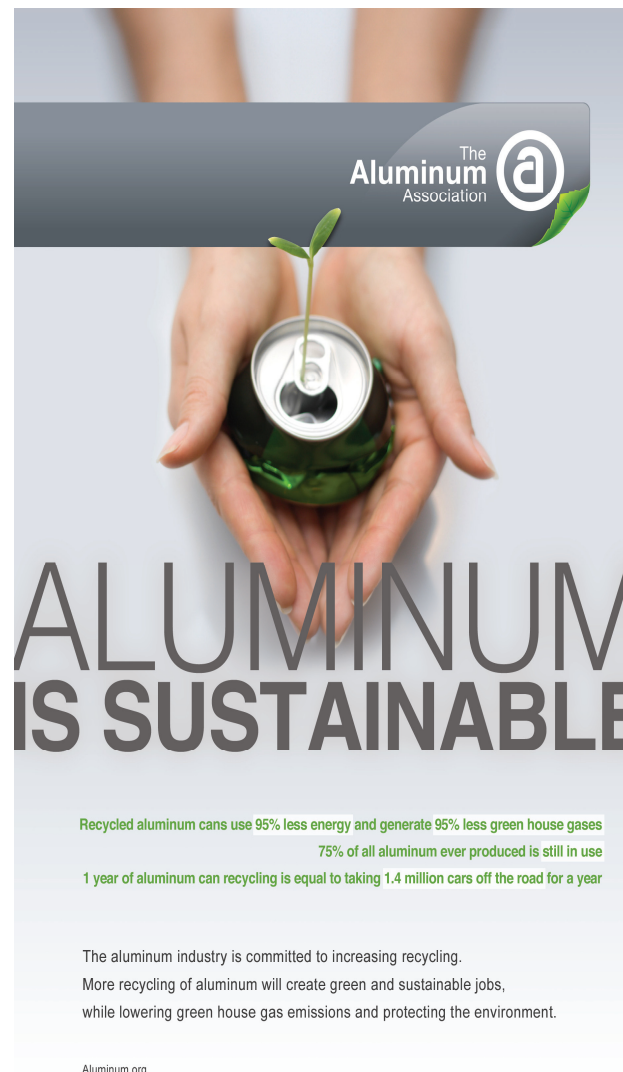


- **Credibility**
  - Credible Data to support our claims
  - Peer reviewed
  - Transparency
- **Communications**
  - Get the word out

- Establish an end-of-life recycling rate for Building and Construction.
- Technical Analysis of Energy and GHG Emissions
- Material Flows Analysis
- Can LCI Study
- Automotive Light Weight Analysis

**Recycling is  
the key  
message**

**Resonated  
with Influencer  
audiences and  
consumers**



- Focused on
  - Capitol Hill
  - Key Customer
  - Industry Employees
- Roll out of earned media
  - Additional media tours
  - Association/Leadership Visibility
  - Materials for employee/company communications
  - Sustainability Report
  - Support for key policy initiatives
- Web focus

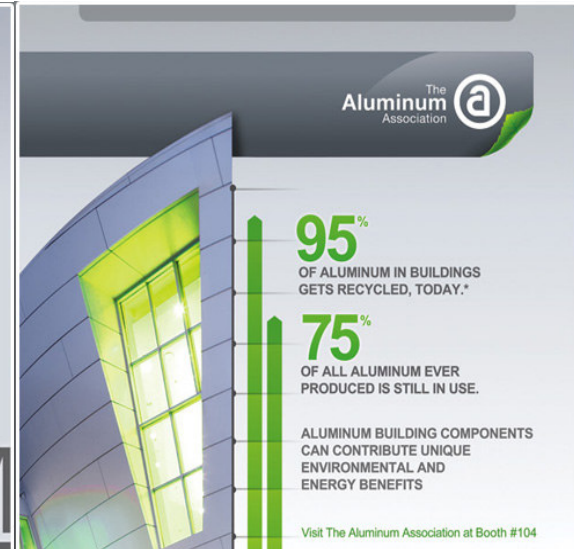



## ALUMINUM IS SUSTAINABLE

Recycled aluminum cans use 95% less energy and generate 95% less green house gases  
 75% of all aluminum ever produced is still in use  
 1 year of aluminum can recycling is equal to taking 1.4 million cars off the road for a year

The aluminum industry is committed to increasing recycling.  
 More recycling of aluminum will create green and sustainable jobs,  
 while lowering green house gas emissions and protecting the environment.

[www.aluminum.org](http://www.aluminum.org)



## ALUMINUM IS SUSTAINABLE

95% OF ALUMINUM IN BUILDINGS GETS RECYCLED, TODAY.\*

75% OF ALL ALUMINUM EVER PRODUCED IS STILL IN USE.

ALUMINUM BUILDING COMPONENTS CAN CONTRIBUTE UNIQUE ENVIRONMENTAL AND ENERGY BENEFITS

Visit The Aluminum Association at Booth #104

The aluminum industry is committed to increasing recycling for all products.  
 More recycling of aluminum will create green and sustainable jobs, while lowering greenhouse gas emissions and protecting the environment. [www.aluminum.org](http://www.aluminum.org)

\*TU Delft and EAA, 2004.

## ENVIRONMENT WATCH

### Aluminum's Key Role In Sustainability

*by Stephen Gardner*  
(NAPS)—When the aluminum industry launched beverage can recycling over 30 years ago, it was an idea whose time had come.

And today, with more environmentally conscious companies out there working for consumers who are demanding more and more products made from recycled materials, aluminum is once again helping to lead the way.

Consider the following:

- There is no limit to the number of times an aluminum can can be recycled.
- At current rates, one year of aluminum can recycling is equal to taking nearly 1.5 million cars off the road for one year.
- Recycling one aluminum can saves enough energy to keep a 100-watt bulb burning for nearly four hours or keep a TV running for three hours.
- A can that is recycled can be back on the store shelf in as little as 60 days.
- Recycled aluminum requires 95 percent less energy than primary aluminum, generates 95 percent less emissions and creates 97 percent less water pollution than generating new metal.

Recycling is just one of the many ways that aluminum is sustainable. Not just cans are recycled—valuable aluminum is recovered from demolished buildings and recycled, too. Automakers are increasingly using strong, lightweight aluminum in their automobiles to increase gas mileage. When a car is at the end of its road, the aluminum is recycled here as well. In fact, 75 percent of all the aluminum ever produced is still in use today.

#### Did You Know

Seventy-five percent of all the aluminum ever produced is still in use today. Recycling is just one of the many ways that aluminum is sustainable. To learn more, visit [www.aluminum.org](http://www.aluminum.org).



Photo credit: iStock

An aluminum can that is recycled can be back on the store shelf in as little as 60 days.

"Recycling and sustainability have long been part of the ethic and culture of the aluminum industry," said Steve Larkin, president of the Aluminum Association. "Recycled aluminum uses only 5 percent of the energy that you need to produce new, primary aluminum."

The United Nations defined sustainability as meeting the needs of the present without compromising the ability of future generations to meet their own needs. Aluminum fits that definition. From our workplace safety record, to our commitment to the communities in which we operate, to the flexible, versatile and recyclable material that is aluminum, aluminum is sustainable.

*Stephen Gardner is vice president of communications at the Aluminum Association. The Association works to educate the public about the benefits of aluminum as a sustainable material.*

To learn more, visit [www.aluminum.org](http://www.aluminum.org) or call (703) 358-2960.

When the aluminum industry launched beverage can recycling over 30 years ago, it was an idea whose time had come. // Aluminum's Key Role In Sustainability

## RADIO ROUNDUP

a collection of features, oddities, and helpful tips



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### ENVIRONMENT WATCH

AMERICANS ARE URGED TO HELP FUTURE GENERATIONS MEET THEIR NEED FOR VALUABLE METALS BY RECYCLING CURRENT DISCARDS TO RECOVER THEIR BASIC CONTENT. FORTUNATELY, THE ALUMINUM INDUSTRY IS HELPING TO MAKE SUSTAINABILITY A REALITY THROUGH RECYCLING. THAT'S BECAUSE THERE IS NO LIMIT TO THE NUMBER OF TIMES AN ALUMINUM CAN CAN BE RECYCLED. PLUS, A RECYCLED CAN CAN BE BACK ON THE STORE SHELF IN AS LITTLE AS SIXTY DAYS. RECYCLING ALSO AIDS ENERGY CONSERVATION. THAT'S BECAUSE RECYCLING ONE ALUMINUM CAN SAVES ENOUGH ENERGY TO KEEP A ONE HUNDRED-WATT BULB BURNING FOR NEARLY FOUR HOURS. VALUABLE ALUMINUM IS RECOVERED FROM OTHER SOURCES, SUCH AS DEMOLISHED BUILDINGS, TOO. ALSO, WHEN A CAR IS AT THE END OF ITS ROAD, THE ALUMINUM IS RECLAIMED THERE AS WELL. IN FACT, SEVENTY-FIVE PERCENT OF ALL THE ALUMINUM EVER PRODUCED IS STILL IN USE TODAY. MORE, HOWEVER, NEEDS TO BE DONE. IT'S ESTIMATED THAT AMERICANS THROW AWAY TWO BILLION DOLLARS' WORTH OF ENERGY EVERY YEAR BY NOT RECYCLING AS MANY CANS AS THEY COULD. TO LEARN MORE, VISIT ALUMINUM-DOT-ORG.



The Glencoe Enterprise, MN

The Fairfax Chief, OK



**It is estimated that these releases generated 496 news articles in with a readership of 67,443,000.**

4 Philadelphia, WTXF



6 San Francisco, KGO



8 Atlanta, WAGA



9 Washington, DC NewsChannel 8



10 Houston, KHOU



13 Tampa, WFLA



15 Minneapolis, KSTP



17 Cleveland, WKYC



20 Sacramento, KMAX



21 St. Louis, KMOV



22 Portland, KATU



35 Milwaukee, WTMJ



39 Grand Rapids, WZZM





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