

# Annual Report 2008/2009



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## Foreword

# Mastering the crisis together



Friedrich Brökelmann

Following a good order situation in the first half of 2008, the aluminium industry has also had to battle with the effects of the financial and economic crisis since the fourth quarter of 2008. It is not only the companies that have been confronted with major challenges: the trade association has had to provide added support for the metal and the producing and processing companies. Especially during the crisis we have seen that members as well as companies from customer industries have contacted our trade association a good deal more often than is normally the case. Members need reliable information on markets and current trends now more than ever. Customer industries are getting more involved again in product development and are thus turning to GDA's Technical Marketing department for information.

Reasons enough for continuing the activities of GDA undiminished, if not even intensifying them. Addressing the market and stakeholders head-on, GDA presents our industry and our metal to a broad specialist audience and gives so many interested parties an overview of the capabilities of our member companies.

It will be possible to find common ways out of the crisis if there is close co-operation between all affected – customers and our companies. With its expertise, GDA is a useful tool for all of us here.

This annual report gives you an overview of the activities of GDA in 2008/2009. Make use of what is on offer and access GDA's knowledge and capabilities. The GDA Team is well positioned and capable of meeting the challenges of the future.

Friedrich Brökelmann  
President

Düsseldorf, September 2009

## Market Situation 2008/2009

In recent years growth of the German aluminium industry has been significantly higher than the long-term trend. This led to bottlenecks in many areas that manifested themselves amongst other things in long delivery times. The economic slump during the course of 2008 led to 'normal' utilisation of production capacities through into the second half of the year. However, the financial crisis then flared up again, spilling over into the real economy. The result was a significant downturn in orders received, shipments and production.

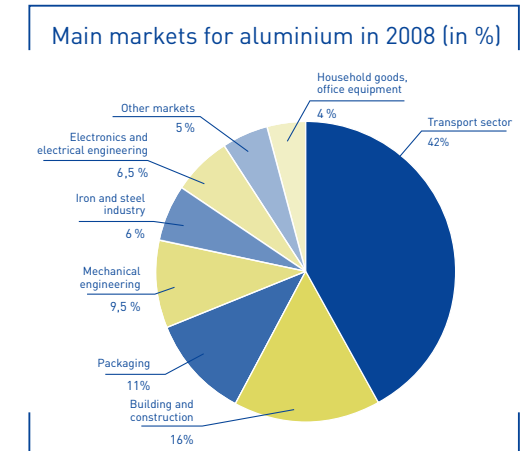
Now that the negative development has continued in 2009, the German aluminium industry is facing major challenges. However, despite the current bleak economic mood one should by no means lose sight of the medium to long term prospects. The growth opportunities for aluminium products are seen as being positive, not least because of the enormous development potential that still exists. And this also certainly applies in the transport and transportation sector, which is hardest hit at the moment.

## Aluminium markets 2008/2009

In 2008, total demand in Germany fell 2.6% to 3.38 million tonnes (2007: 3.5m t).

Turnover in 2008 was about 14.9 billion euros, which is equivalent to a fall of 2.6%. This development is mainly due to the crisis in the financial markets spreading to the real economy and thus to the physical demand for products made from aluminium in the final quarter of the year.

The signals coming from the aluminium industry's key markets at the turn of the year 2008/2009 were consistently weak. Whereas the development in the transport, mechanical engineering and electrical engineering sectors was attributable to global weakness in demand, the develop-



ment in the building and construction industry was weak because of the weather.

## Outlook for 2009/2010

The cyclical weakness of the German economy will extend in most sectors throughout the whole of 2009. Even though most institutions now judge the growth prospects for the global economy next year to be positive, there have so far been no signs that would indicate a rapid end to the economic trough. Developments in the individual regions and

sectors will follow different courses. Whereas compared with most other markets the European building sector could be stable in 2009, the development could be the other way round next year. The chances of a dynamic upturn being just around the corner here must therefore be seen as being relatively small.

Economic data for the German aluminium industry

Production	2005 in t	2006 in t	2007 in t	2008 in t	2008 vs 2007	%
<b>Primary aluminium</b>	647,900	515,500	551,100	605,900	+	10.0
<b>Secondary aluminium</b>	718,300	795,700	857,600	720,900	-	15.9
<b>Aluminium semi-finished products</b>	2,312,000	2,509,300	2,520,900	2,412,200	-	4.3
Rolled products	1,780,900	1,922,000	1,903,000	1,816,800	-	4.5
Extruded and drawn products	527,900	583,500	614,900	592,200	-	3.7
Conductor material	3,200	3,800	3,000	3,200	+	6.7
<b>Aluminium mould casting</b>	727,200	801,500	882,400	802,300	-	9.1
Die-casting	400,300	439,900	459,500	415,100	-	9.7
Permanent mould casting	269,300	279,800	323,300	293,400	-	9.2
Sand casting	57,600	79,100	97,000	91,200	-	6.0
Other casting processes	-	2,700	2,600	2,600		0.0
<b>Aluminium processing</b>	361,700	397,200	415,800	382,100	-	8.1
Foil and thin strip	303,700	318,100	314,100	295,400	-	6.0
Tubes, cans, impact extrusions	58,000	79,100	101,700	86,700	-	14.7

Source: GDA - Gesamtverband der Aluminiumindustrie e.V.

# Specialist Trade Associations

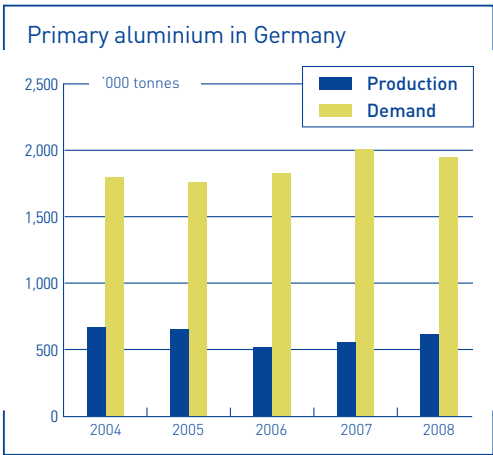
With its product-oriented specialist trade associations GDA offers its member companies and their customers an important platform for the mutual exchange of information. They form a solid basis for representation of the economic-political interests and for public relations on behalf of the individual product groups. In addition to the latest environmental issues and market information, the newest technological trends are also covered. In close co-operation with other national and European trade associations, GDA also represents the interests of its member companies and the industry as a whole in an effective manner, even abroad.

## Primary Aluminium Trade Association

The wind has changed direction again:  
new smelter closure in Germany

There was a new, unfortunately negative, milestone in the extraction of primary aluminium in Germany in 2009. GDA had already issued a strong warning earlier that there was a risk of German smelters closing down because of locational conditions being unfavourable by global comparison. Plants in Hamburg and Stade had already succumbed to these unfavourable conditions in 2005. However, because of the positive development in the price of aluminium in 2006, the production of primary aluminium in Germany had been given an unexpected boost in 2007 with the reopening of the Hamburg smelter. Unfortunately, this was short-lived because the weakness in global demand in 2008 presented the producers of the primary metal with considerable problems as a result of marked fall in the price of the metal and large overcapacities worldwide. In order to bring supply in line with demand, capacities had to be taken out of the market worldwide. For the producing companies, the strained revenue situation has again pushed cost considerations more strongly to the fore.

The announcement of the closure of the primary smelter in Norf should be viewed against this background. Now that the headwind has again gathered strength one can only hope that the German primary smelter landscape will not suffer even further cutbacks. This could result in negative consequences for the whole value chain of the aluminium industry in Germany.



## Market analysis: rationalising future expectations

Analysis of the market for primary aluminium has always been an indispensable part of the work of GDA. Reports on current trends are regularly presented to the national and international working groups. This is important for the member companies because fluctuations in the price of aluminium lead to planning uncertainties within the companies that can be reduced to a minimum by specifically examining fundamental factors. Helping its members to rationalise their future expectations has always been a declared aim of GDA.

In order to be able to fulfil this objective, GDA is a member of the Primary Division Statistics Committee of the European Aluminium Association (EAA). The co-operation is beneficial to both sides: the committee is an important source of information for GDA, and on the other hand GDA contributes its knowledge of the most important aluminium market in Europe and supports the committee with forecasts when it comes to expectation formation for the future demand for primary aluminium.

## Semi-Finished Products Trade Association

The Semi-Finished Products Trade Association is a federation of the manufacturers of rolled, extruded or drawn products. For historical reasons, the production facilities of the companies are mostly in Germany. However, companies without production plants in Germany are increasingly expressing an interest in the work of the Semi-Finished Products Trade Association. This is the result of globalisation leading to a merging of markets. It also means that the field of vision is increasingly changing from a German one to one that is European or even further afield.

The work of the specialist trade association is carried out in market- and topic-related work-

ing groups that meet regularly. Following suggestions from the industry, the English-language working groups Hard Alloyed Extrusions and ASP – Aluminium Slug Producers are now organised under the umbrella of the association alongside the traditional German-language working groups Rolled Products, TKA-L and TKA-Draht.

In addition to the activities in the working groups, GDA offers its members wide-ranging common platforms. These include the provision of sector statistics, the publications service, market analysis and advice on technical problems.

## News from the working groups

GDA's communication campaign for rolled and extruded products was started in 2008/2009. Aluminium rolled and extruded products were promoted with full-page ads in the relevant trade journals. The members of the working groups reported positive feedback from these ads.

In the TKA-L Working Group, in addition to the exchange of market information discussions focussed more strongly on the development of new sector statistics for business indicators. A special working group was set up for this purpose and given the task of proposing important company indicators for extruders as well as





Advertising motif for promoting rolled aluminium products

preparing basic definitions. The concept that was developed met with widespread approval from the members of the working group and it was agreed at the final meeting of the year in December 2008 to implement them without delay. The statistics were introduced as early as January 2009 and are currently at the testing stage. Most companies have started providing feedback on time. The chances for a successful start are thus good.

The Rolled Products Working Group was constituted in November 2005. Target group are the sales managers of the European rollers. There is keen interest in the meetings and from the beginning this has led to a continuous increase in the number of participants. GDA acts on the suggestions from the working group and implements these promptly. In addition, detailed statistics and analyses that are subject to continual improvement and further development are made available to the participants.

The European Hard Alloyed Extrusions Working Group is again meeting regularly following its reactivation in June 2007. The initial aim was to separate alloys that are difficult to extrude from those that readily extrudable. On this basis, the companies that participate in the working group have been reporting detailed shipping statistics on a quarterly basis since December 2007. Because of the complexity of

the statistics and the relatively narrow market structure in Europe, it was previously only possible for returns to be made in the form of rates of change. GDA has therefore generated a form of return that makes it possible to make volumes known for a significant part of the statistics. To a large extent this closes a gap in the information. The aim of the group is to involve further producers in the working group in order to be able to effectively represent the interests of the sector.

The ASP – Aluminium Slug Producers Working Group is the newest working group of the Semi-Finished Products Trade Association. It was formed in June 2008 and meets twice a year. Its members are the European slug producers. The meetings that have been held so far have been characterised by an extremely constructive working atmosphere. It was GDA's task to prepare proposals for statistics. This has now been implemented and solid base data have been established, with European statistics being subdivided according to country and product groups.



An advertising motif from the series for extruded aluminium products

## National and international co-operation

Thanks to regular participation at conferences on the development of the economy held by the Federation of German Industries (BDI) and the German Institute for Economic Research (DIW), the Semi-Finished Products Trade Association is part of a network of economy experts. Via this network GDA obtains detailed information relating to the current state of the economy and its future development. The discussions with representatives from the user industries help GDA to be better able to evaluate market trends and to improve the quality of GDA's economic forecast. GDA thus provides decision makers with a reference point for their expectation formation and anticipation of trends in the short to medium term. Furthermore, the user industries' perception of the aluminium industry is improved because the results of the meetings appear regularly in various publications that are distributed to a broad audience.

An estimation of the future development of the size of the European market for extrud-

ed, drawn and rolled products is made in the EAA's Short Term Panel on Industry Trends. GDA is active here not merely in the role of a reporter of the national situation but it also provides the other participants with detailed information on the European user markets. GDA thus helps to improve the quality of the forecasts. The fact that GDA is the only national trade association that is a member of the Short Term Panel is an indication of how highly the other participants value GDA's participation.

GDA is a welcome dialogue partner when it comes to conceptual aspects relating to the further development of aluminium statistics. In co-operation with representatives from the industry and the EAA, a European statistic was developed last year for the manufacturers of both extruded and drawn products. This would not have been possible without the comprehensive German reporting system and GDA's experience in this field.

## Markets for semi-finished products

Despite the negative development in the fourth quarter of the year, the German manufacturers of semi-finished aluminium products still produced 2.41 million tonnes in 2008. This represents a fall of 4.3% compared with the previous year. The manufacturers of rolled products were slightly more affected, with a decline of 4.5%; the output from manufacturers of extrusions and drawn products fell 3.7% to just over 592,000 tonnes.

The world economic crisis will, however, lead to considerable declines in production in 2009. In the first quarter, production fell 27.6% compared with a year earlier. Although the early indicators such as the GDA economic indicator currently point to a bottoming

out at a low level, the declines in production will continue for some time. This is mainly a statistical basis effect resulting from the high level of the previous year.

As a result of the strong decline in production, the German aluminium semis producers have substantial surplus capacity that will have to be cut back because of reduced demand. Adjustment of staffing levels in line with the reduced labour demand could therefore be necessary. As a first step, many companies have not renewed contracts for temporary workers and have announced short-time working. The shortage of qualified personnel means many companies will be striving to maintain their perma-

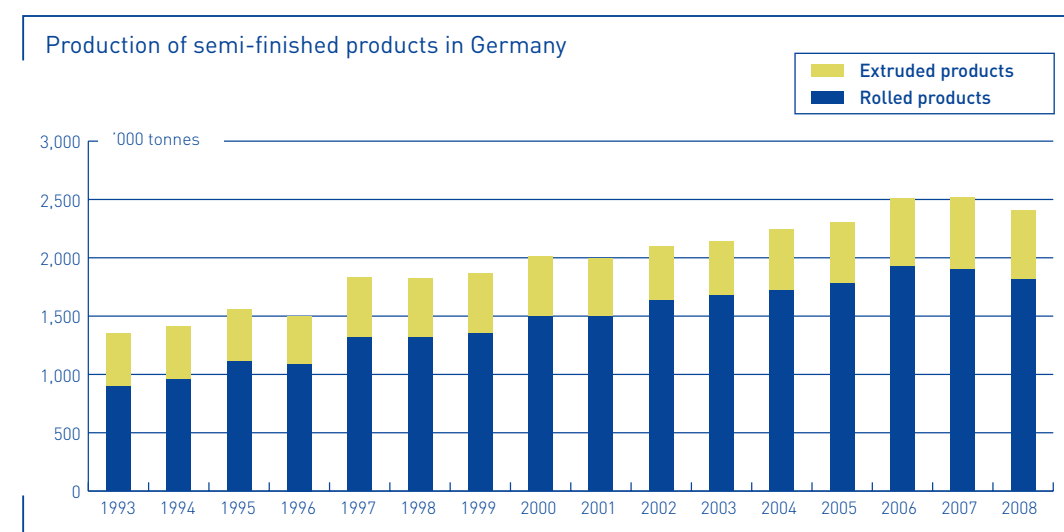
ment staff. However, in view of the expected slump in demand it is to be feared that not all companies will succeed.

With an annual production of 1.8 million tonnes, the largest share of aluminium semis production is attributable to the rolling plants. Production declined in 2008 by 4.5% compared with the previous year. The developments in the individual product groups were not uniform: plate production fell by 5.5% and there was a decline of 3.8% for sheet. The most important sector from a quantitative point of view, strip, declined by 4.5%. In the first quarter of 2009, the production of rolled products was down 25.2% on the previous year. This could mean that the low point of this economic cycle has now past.

In the first half of 2008 production of extrusions increased by a further 1.3% compared with the record year 2007. The most impor-

tant stimulus was provided by tube production which showed growth of 9.1%. Production of profiles also increased by 1.0%, while rod and bar production was to a large extent unchanged compared with the previous year. This story of success changed unexpectedly in the second half of the year as the German extrusion companies were hit by the worldwide weakness in demand. Strong falls in production in the final quarter led to a total production volume for the year of 578,000 tonnes, which was thus 3.8% down on the production figure for 2007. Although the production of tubes still managed to show growth of 1.8% for the year, the production of profiles and rod and bar declined by 4.0% and 4.4% respectively.

In the first quarter of 2009 the production of extruded products declined by 35.1%. For the rest of the year, GDA expects stabilisation at this low level.



## Trade associations for aluminium packaging Co-operation between three specialist trade associations

About 40 manufacturers of aluminium packaging are organised within the GDA specialist trade associations Aluminium Foil, Flexible Laminates and Tubes, Cans and Impact Extrusions. The trade associations serve their members by representing their interests in the fields of political lobbying, PR work, statistics, standardisation, technology and food legislation. The member companies are mostly medium-sized companies and their products are used mainly in the food, cosmetics and pharma industries. The industry undertakes extensive media activities to publicise its innovative capabilities and improve the image of aluminium packaging. This also enables the trade associations to establish themselves as opinion leaders when it comes to European and international issues.

The Tubes, Cans and Impact Extrusions Trade Association updated its position papers covering the following topics:

- readability of the EAN code
- quality of the internal protective lacquer on aluminium tubes
- axial forces in aluminium aerosol cans
- maintenance of the quality of aluminium, laminate and plastic tubes during storage
- microbiological impurities
- traceability of aluminium tubes and cans.

The world's first life cycle assessment (LCA) study of aluminium tubes and aerosol cans

carried out by GDA with the participation of foreign manufacturers, was widened in a second step into a sustainable consumption study, which was conducted by the Swiss LCA specialists ESU Services.

The results of the studies were summarised in position papers that the tube and aerosol can manufacturers can use in customer surveys relating to sustainability, LCA and carbon footprint. The position papers have been translated and also made available to the members of etma and AEROBAL.

In the DIN standards committee 'Tubes', the numerous standards activities being discussed at European level were studied thoroughly in the light of existing German standards, which were revised accordingly, with new standards projects being initiated. The German tube manufacturers have thus also positioned themselves as opinion leaders in Europe.

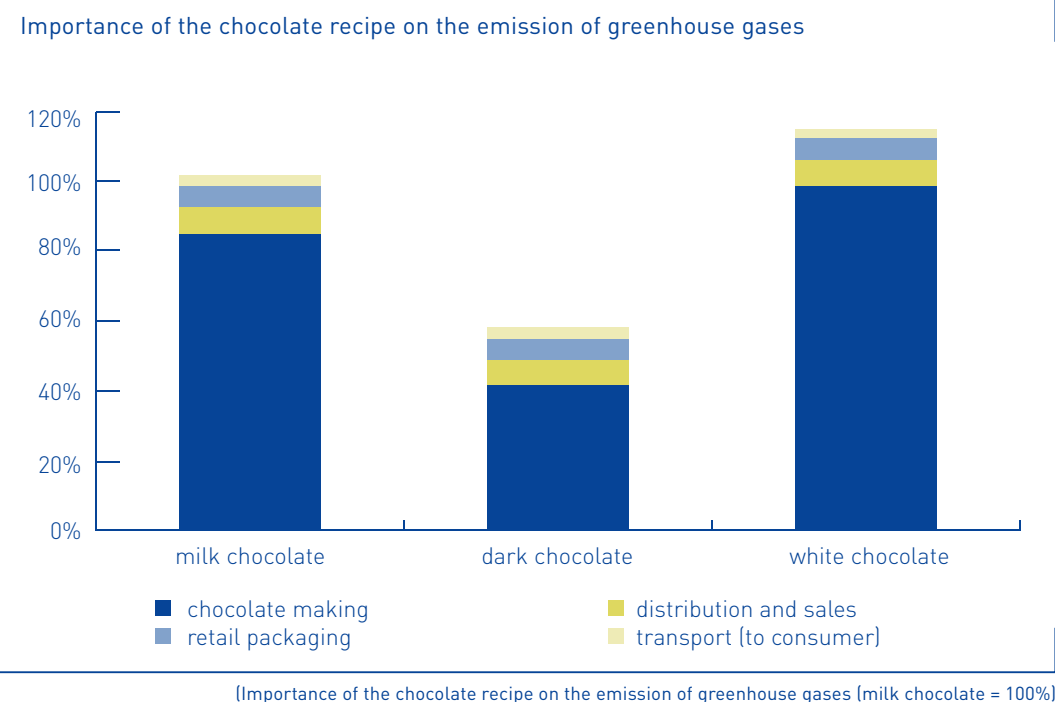
Discussions on the International Food Standard (IFS) spanning several trade associations were conducted with the retail trade and brand manufacturers with the aim of achieving standardisation of the requirements for declarations of conformity for packaging and improving the flow of information along the supply chain.

### Seminars and workshops providing latest information

There is great interest in current topics relating to the market and sector-related information that GDA provides to its members via meetings of the specialist trade associations and workshops and which helps them in their daily business. In co-operation with

EAFA - European Aluminium Foil Association e.V. and FPE - Flexible Packaging Europe, the Aluminium Foil and Flexible Laminates trade associations prepared eco-balances for yoghurt and chocolate.





In order to optimise the meetings calendar it was necessary to hold two sales manager seminars during the 2008/2009 reporting period; the new arrangement is a response to the growing Europeanisation/internationalisation of the market structure in the Aluminium Foil and Flexible Laminates trade associations.

As part of the meeting of the Flexible Laminates specialist trade association, Rechtsanwalt Brück checked the General Terms and Conditions from a legal point of view and offered tips and advice on how to optimise them. The trade association also introduced new benchmarks.

### Targeted press activities

GDA supports the activities of its specialist trade associations with the targeted placement of information on innovative applications for aluminium in the packaging sector and topical press releases and articles in the media of the packaging, food, cosmetics and

pharma industries. Benefits are also gained from the media work of the international packaging organisations, which likewise lead time and again to publications in the German-language media.

### International competitions

The winners of the Alufoil Trophy 2009 came mostly from the fields of food and pharma packaging. This annual award from the European Aluminium Foil Association e.V. (EAFA) is an established event and a good platform for companies from the foil sector to present their innovations.

The World Aluminium Aerosol Can Award and Tube of the Year competitions are also regarded as a barometer of innovation in the respective packaging segment. Participation in the competitions and coverage of the prize-winning aluminium packaging in the trade press is continually on the increase and meets with ever greater interest.



### Representing interests internationally

The International Organisation of Aluminium Aerosol Container Manufacturers (AEROBAL), European Aluminium Foil Association e.V. (EAFA) and European tube manufacturers as-

sociation (etma), which are all managed in a dual-role function from Düsseldorf, represent the aluminium packaging industry's interests at both European and international level.

### AEROBAL – International Organisation of Aluminium Aerosol Container Manufacturers

Management of the international statistics for aluminium aerosol cans is at the heart of the association's activities. Based on this statistical information, speakers were invited to the general assemblies to talk about the development of the aluminium price and the development of international markets for cosmetics and aerosols in order to provide members with market-relevant expert opinions.

Another main activity of AEROBAL is continuing the work on the inventory for coatings for aluminium aerosol cans to prepare the sector for the pre-registration and registration

phases of the REACH Regulation. The aim of this joint activity is to ensure that the substances used for coatings supplied are registered in good time by the suppliers or the chemical industry.

AEROBAL has advisor status on the UN Sub-Committee on the Transport of Dangerous Goods and is currently working within the European committees on an alternative to the water bath test for aluminium aerosol cans, which is planned to be submitted to the UN Sub-Committee at a later date.

It is also representing the interests of the aluminium aerosol can manufacturers in the revision of the EU Directive 2004/42/EC. Possible changes are being discussed there which if implemented could lead to a quasi ban on products for the core markets deodorants

and hairsprays. At a first stakeholder meeting with the EU Commission, AEROBAL has presented the views of the aluminium aerosol can industry and will continue to maintain a careful watch on further developments.

## EAFA – European Aluminium Foil Association e.V.

One of the main topics at the 2009 annual conference in Valencia was sustainability. Prof. Norbert Walter, Chief Economist of the Deutsche Bank Group, was a top-class speaker who inspired the more than 100 company representatives.

Members of the GDA's specialist trade association were also invited to attend the Second EAFA Sustainability Workshop, which included the showing of a presentation by GlaxoSmith-Kline.

It is now possible on the internet to play a game and search for information about aluminium foil and its uses: with the online game 'Al U. Foil' at [www.alufoil-game.org](http://www.alufoil-game.org) the player can look for (and find) products made from or including aluminium foil that are in everyday use. The game is available in seven languages, including Turkish and Russian.

The Infoil newsletter, which is published every four months, is now also available in Turkish,



Computer character Al U. looking for aluminium products in daily use



EAFA President Fred McDonogh, Prof. Dr. Norbert Walter (Deutsche Bank Research) and Stefan Glimm

bringing to six the total number of languages in which the newsletter is available.

The roller sales statistics were changed from quarterly to monthly.

A global project covering aluminium foil and sustainability is being developed and implemented in co-operation with the IAI (International Aluminium Institute).

As a result of co-operation with trade-fair organiser Messe Düsseldorf, FPE participated at both the IPAKOVKA in Moscow and the UPAK in Italy. In Moscow, FPE had the opportunity to make a presentation introducing itself. FPE's Technical Committee is continuing to work successfully and efficiently.

## FPE - Flexible Packaging Europe – Technical Committee

The Technical Committee works within a broadly based network in order to fulfil manifold requirements in the fields of technology and food-contact materials.

Work has started on the second part of the REACH roadmap, which should provide member companies with a guideline for implementing the REACH regulation within their own operations.

FPE is actively supporting the European FACET project which is aimed at estimating the exposure of European consumers to substances, including those from packaging. FPE is a driving force in the process to prepare lists for groups of foodstuffs and the structures of packaging.

In close co-operation with the EU Commission, FPE provided support for the revision of the European regulation on active and intelligent food-contact materials, which has now been published. In addition, as part of a network with other European trade associations

for materials and packaging materials FPE submitted comments on the current revision of the Plastics Directives. FPE regularly participates in the meetings of the EU committees of experts for food-contact materials in order to represent the interests of the sector there.

The Good Manufacturing Practices (GMP) document, which has industry-wide acceptance, was again revised in order to incorporate current legislative changes and growing demands for optimisation of the flow of information along the supply chain.

Working together with European food producers (CIAA), a guideline for the avoidance of migration of primary aromatic amines has been prepared for FPE member companies.

In addition, a sample for drawing up a declaration of conformity for flexible packaging has been prepared; it can be used by members in the form of a check list for documenting conformity with food-legislative requirements.

## etma – european tube manufacturers association

A broadly based communication campaign in the press was launched to mark etma's 50th anniversary in 2009. In addition, manufacturers from the USA and Asia were invited to attend the annual conference in order to open up a dialogue and a network beyond Europe's boundaries.

The communication campaign for aluminium tubes, which is planned to run from 2007 till 2010, will be continued. Important components of the campaign are the aluminium tube manufacturer's own website, [www.aluminium-tubes.org](http://www.aluminium-tubes.org), press releases, placement of advertisements, preparation of a presentation kit for the member companies and preparation of case studies together with customers that will be placed in the key print media.

The European tube industry is the most active group involved in European packaging standardisation. Four new European standards were published in 2008. A further seven new and revised standards are due to be published in 2009. Ideas for another four European standardisation projects were firmed up during the year.

Additional characteristic values were included in the etma productivity comparisons, which serve as a benchmark for the member companies. Together with FPE, work was started on a life cycle analysis for laminate tubes, which was continued in 2009. In addition, member companies were offered legal advice on a suitable form for supply contracts with customers.

## News via the internet

The websites of the specialist trade associations provide information on all their activities and are widely used as a means of communication with members as well as with the industry. [www.aerobal.org](http://www.aerobal.org), [www.alufoil.org](http://www.alufoil.org), [www.alufoil-cuisine.org](http://www.alufoil-cuisine.org), [www.etma-online.org](http://www.etma-online.org), [www.aluminium-tubes.org](http://www.aluminium-tubes.org) and [www.flexpack-europe.org](http://www.flexpack-europe.org) now have several thousand visitors a month and serve as one of the leading sources of information on aluminium packaging on the internet. The websites are regularly updated and modernised in order to make it as comfortable as possible for visitors to access the contents.



Clearly laid out and informative: the internet portals of the aluminium trade associations

## Metal Powder Trade Association

The main activities of the Metal Powder Trade Association are the market for powders and statistics. An early warning system has now been developed and introduced with the aim of detecting possible market movements in low-wage countries. For example, export trade flows from China, India and Russia are kept under observation. Countries that are also competitors such as the USA are subjected to analysis as well. In addition to market-related topics, chemical legislation has increasingly become the focus of the metal powder

industry's activities in the past year. In order to obtain optimal benefits from synergies, a European association – the European Metal Particulates Association (EMPA) – has been formed and coordinates activities for all metals throughout Europe. EMPA already had 19 members in 2009. GDA's close-knit network of national and European trade associations offers the basis for an effective representation of interests. The market for powders and statistics will also be the focus of the future activities of EMPA.

## Media Work and PR Activities

Continual and topical media work forms the basis of GDA's public relations activities. Exhibiting at leading trade fairs together with professional support for vocational education and training events at the plants of member companies are the other key components of the media and PR work. These activities have enabled a good basis to be established for the placement of material-relevant topics in the different media of the trade and business press.

### Topical media work

GDA regularly provides journalists from the trade and business press with news about the industry and the trade association. The good relationships with journalists from the various target media are supported by media work accompanying trade fair appearances

and other events as well as by visits to editorial offices, one-on-one interviews and newsworthy specialist articles. All press material is available online in two languages at [www.aluinfo.de](http://www.aluinfo.de). On request, additional information can also be provided, especially photographs.

### Papers and exclusive articles in demand

The high degree of professional competence of GDA's specialists also manifests itself in the strong demand for guest editorials and technical papers in the trade press. GDA's article service for the trade and business press appears regularly and provides information on innovative applications, current technological developments and market trends and background information on the industry.



Guest editorial in *ZulieferMarkt* in June 2009

### Highlights in 2008 and 2009

ALUMINIUM, which is held every two years, and the presentation of the 1st German Sustainability Award at the Maritim-Hotel Düsseldorf were among the highlights of 2008/2009.



## ALUMINIUM 2008 in Essen



In September 2008, Essen was the venue for the seventh time for the ALUMINIUM trade fair, the world's largest devoted to the light metal. Following the hesitant start in 1997 and a high degree of scepticism even among representatives of the aluminium industry itself, the history of this fair can be described as an on-going story of success. In 1997 just two halls were occupied, with 265 exhibitors, but the exhibition space has now more than quadrupled and the number of exhibitors has almost tripled. The number of trade visitors has also increased continuously and with exhibitors from 46 countries now participating one can truly call it a global fair. The interests of the visitors to ALUMINIUM were spread almost uniformly across all the fields represented at the fair, which ranged from raw materials and primary metal products via casting and surface treatment through to mechanical and plant engineering. GDA is developer and patron of the fair, which has developed into a topical exhibition and changed the sector's



Paco Rabanne as metal couturier

conception of itself in a positive way. As co-initiator of the fair, GDA supports the event organiser, Reed Exhibitions, in its communication activities with services and provides information about developments in the industry during the respective trade-fair press conferences.

In addition, the GDA stand was well visited on all days of the fair and served as a meeting point for communications and discussions for member companies, journalists from the industry and numerous visitors to the fair.

GDA stand at ALUMINIUM 2008



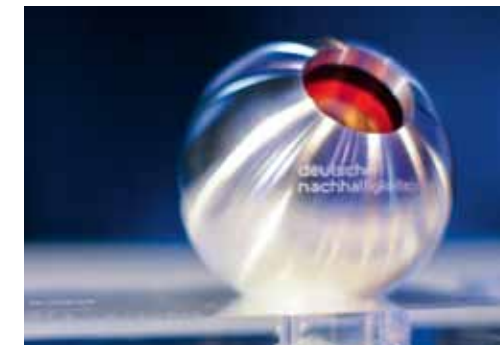
During the fair there were ample opportunities to make new contacts and cultivate existing ones, and to find out more about the latest trends and technologies.

GDA's specialists were on hand on all days of the fair to provide technical advice for exhibitors and visitors.

A feature of ALUMINIUM 2008 was the 'Amazing Aluminium' exhibition, which consisted of historical and contemporary aluminium objects displayed at extremely diverse locations throughout the fair. This exhibition, which was realised together with the Institute for the History of Aluminium (IHA) from France, presented objects from the early beginnings

of aluminium extraction (1854-1890) on the European Aluminium Association (EAA) stand. Objects relating to 'Aluminium and Art' were on view at the entrances to the fair as well as on the GDA stand. On its stand, the Organisation of European Aluminium Refiners and Remelters (OEA) exhibited a somewhat different form of aluminium recycling: masks made from old aluminium cooking pots. A very unusual aluminium model dress by Paco Rabanne on the GDA stand attracted attention, and not only from the fashion enthusiasts among the visitors. The sophisticated cut, achieved using aluminium platelets joined by loops, was also of interest to the more technically minded among the visitors and exhibitors.

## Presentation of the 1st German Sustainability Award



German Sustainability Award made of aluminium and sponsored by GDA

GDA sponsored the presentation of the Deutscher Nachhaltigkeitspreis (German Sustainability Award) which was presented for the first time on 5 December 2008 under the patronage of Federal President Horst Köhler in Düsseldorf. Prizes were awarded in three main categories:

- Germany's most sustainable companies
- Germany's most sustainable brands
- Personalities from Germany or abroad who champion sustainable development

The German Sustainability Award statuettes comprise aluminium spheres anodised in five colours attached to a Plexiglas base. The prizes were sponsored by GDA.

At the Sustainability Day symposium, speakers included Federal Environment Minister Sigmar Gabriel, Prof Andreas Pinkwart, Minister for Innovation, Science, Research and Technology of the State of North Rhine-Westphalia, Olaf Scholz, Federal Minister for Labour and Social Affairs, Prof Klaus Töpfer,



Christian Wellner talking to Camilla, Duchess of Cornwall

former executive director of the UN's environmental programme, UNEP, and Annie Lennox, singer, musician and human rights activist. The event, with aluminium statuettes as prizes and the involvement of GDA, generated lots of media coverage in the press and on television.



Charles Mountbatten-Windsor, Prince of Wales, talking about global sustainability

At the launch event for the German Sustainability Award 2009 on 29 April 2009, Prince Charles was presented with a statuette in the form of aluminium spheres that was specially designed for the competition.

His Royal Highness was actually a German Sustainability Award prize winner in 2008 for his long-term commitment to sustainable development, but he was unable to receive his trophy at the time.

The high-profile event in Berlin marked the start of the competition for the German Sustainability Award 2009. The hosts of the gala dinner were the initiator of the award, Stefan Schulze-Hausmann, together with the British Ambassador to Germany, Sir Michael Arthur. The highlight of the evening was the prince's keynote address on global sustainability. Prominent guests included personalities from the fields of politics, business, culture and society.



BORG in Hofgasteln

## didacta in Hanover



In what has now become a tradition at the didacta trade fair, GDA presented its current range of products that provide teachers from all types of school with information on aluminium. There was also an information stand at the fair in Hanover this year. The practice-oriented 'Aluminium kompakt' teaching aid, which consists of folders for teachers at general and vocational schools and an aluminium

teaching case, were on display as were the metalworking courses for use in schools as well as on-site and off-site company training. All of the metalworking courses are very popular and as with the case and folders for teachers are continually in demand. GDA has now been attending the didacta fair regularly for the past nine years thereby ensuring a long-term working relationship with teachers from all over the country.

## The GDA balloon: more than just hot air

The silver-coloured hot-air balloon carrying the aluminium recycling logo has been advertising the lightweight metal since 2005. The 28-metre high balloon, which in addition to the pilot can carry three passengers, is available to GDA members for use at company events and in-house exhibitions or for other occasions. It participated in both the first 'Montgolfiade' in Düsseldorf from 15-17 August 2008 and from 9-10 May 2009 in Senlis (F), where it celebrated the 40th anniversary of the twinning of Langenfeld and Senlis.



The GDA balloon in front of the Sacre Coeur in Paris

## Renovation Award

In 2009, GDA again organised the Germany, Austria and Switzerland section of the Aluminium in Renovation Award, a competition it developed jointly with the European Aluminium Association (EAA) in Brussels.

The European Aluminium in Renovation Award is awarded for building renovation and refurbishment projects in which aluminium is used in a sensible and innovative manner and which were carried out after 1 January 2006. Participation was open to

architects as well as principals or property owners, project developers and civil engineers.

Numerous projects were entered and from these the jury will choose winners in two categories, "Residential" and "Non-residential". These will then automatically take part in the European round of the competition, with the winners of that being announced at the BATIMAT fair, which will be held from 2-7 November 2009 in Paris.

## Aluminium Recruiting Fair

The first Aluminium Recruiting Fair, which was organised jointly by aec-aluminium engineering center aachen and GDA, took place on 22 April 2009 in the SuperC Building of the RWTH Aachen. Together with the VAR Verband der Aluminiumrecyclingindustrie e.V. and seven companies from the aluminium industry, GDA presented information on opportunities for an engineering career in the aluminium industry. Despite the lack of response from students, a second event in a revised form is planned for 2010.



Discussion between students and companies at the Aluminium Recruiting Fair at the RWTH Aachen



# Technical Marketing

In major markets such as transport, mechanical engineering, building and construction, and packaging, one focus of the technical marketing is providing support for users in response to specific enquiries. However, the capabilities of GDA's specialists are also in demand in the fields of surface treatment and corrosion as well as standardisation and alloy designations. User support ranges from providing simple advice on alloys through to optimisation of manufacturing processes. As a neutral party, GDA is increasingly offering its services as a consultant for which there is a growing demand from the customer side.

Keeping abreast of current market trends and developments is the basis here for ensuring the advice offered up to date.

## Specialist library as knowledge base

GDA's library located in Haus der Metalle has the most comprehensive collection of German literature on aluminium. It is open to visitors by prior arrangement with the librarian and

allows searches to be carried out to complement the personal advice offered by GDA's specialists.

## Established technical seminars

GDA's now traditional seminars covering surface treatment of aluminium and the technology of extruded profiles together with the seminar on the joining of aluminium profiles and sheet were again very much in demand in 2008/2009. With between 20 and 35 participants, the seminars were almost fully booked and will continue to be offered on an annual basis.

The 'Aluminium verständlich' (Understanding Aluminium) seminar, organised in co-operation with Giesel-Verlag in Hanover, was held in March 2009; it was extended to two days and was very well attended.



Seminar on joining of aluminium at SLV Duisburg  
(a welding technology teaching  
and testing institute)

There was also increased demand for in-house seminars, which are carried out specifically for companies and held at their locations. In December 2008 a one-day in-house seminar was held jointly with F. W. Brökelmann Aluminiumwerk GmbH & Co. KG at Glen Dimplex Deutschland GmbH in Kulmbach; the seminar covered alloys, extrusion, joining processes and heat exchanger applications. Seminars covering similar topics,

the exact details of which are always agreed specifically with the company concerned, were held at Almet AG in Düsseldorf in May 2009 and Novem Car Interior Design GmbH in Vorbach at the beginning of July 2009. In addition, GDA's specialists make regular presentations on the light metal several times a year at the SLV Duisburg welding technology teaching and testing institute as part of its SFI and aluminium welding training courses.

## Committee work at international level

GDA's Corrosion Chemistry, Roof and Wall and Automotive Aluminium Extrusion working groups – the latter set up in the middle of 2008 – deal with basic technical matters. The results obtained are used to ensure that aluminium's inclusion in technical guidelines is appropriate for the material and to create or strengthen acceptance of the metal in the markets

■ The Roof and Wall Working Group converts national standards, approvals and codes into the European equivalents that will be valid in future and thus provides support for the users of the products so that they can put them into practice. Data specific to aluminium are processed for the certification of buildings, which is increasingly in demand as a result of sustainable building.

■ A subject being dealt with by the Corrosion Chemistry Working Group that is still highly topical is the corrosion behaviour of extruded profiles in carmaking. In round-robin tests involving the extrusion plants and research laboratories of the aluminium industry, test methods and parameters will be agreed upon in order to achieve uniform and comparable evaluation criteria; these will then be included in product specifications. In addition, the working group has co-initiated the research project on the corrosion behaviour of aluminium alloys in fuels containing bioethanol that was started in the spring of 2009 and in which the petroleum industry,

car industry, aluminium industry, automotive component suppliers and tank vehicle manufacturers are participating. The basic mechanisms of the corrosion and possible use of aluminium alloys for transport, fuel storage and fuel-delivery parts in cars will be investigated.

■ The main topics of the Automotive Aluminium Extrusion Working Group are the determination of additional material properties, the avoidance or reduction of scatter bands for these values from different manufacturers and finally the preparation of a specification for the manufacture of extruded aluminium profiles for structural car components. This is due for completion at the end of 2009 / beginning of 2010 and should help further optimise extruded profiles for this field of application and open up additional potential for lightweight construction.

DGDA represents the interests of its members by involvement in the widest possible range of national and international committees, commissions and associations. In the fields of surface treatment, corrosion, materials and joining processes this involves the following associations:



- VOA - Verband für Oberflächenbehandlung von Aluminium
- GSB International - Qualitätsgemeinschaft für die Stückbeschichtung von Bauteilen
- Qualanod (EU) Quality Label for Anodic Oxide Coatings on Wrought Aluminium
- Qualanod (D) Gütegemeinschaft Anodisiertes Aluminium im VOA
- GRM - Gütegemeinschaft für die Reinigung von Metallfassaden
- ESTAL - Association for European Surface Treatment on Aluminium
- DIN und CEN Anodisch oxidiertes Aluminium
- DFO FA - Oberflächenbehandlung von Aluminium
- GfKORR - Gesellschaft für Korrosionsschutz e.V.

Trade associations and standardisation for users:

- BV MatWerk - Bundesvereinigung Materialwissenschaft und Werkstofftechnik e.V.
- EFB - Europäische Forschungsgesellschaft für Blechverarbeitung e.V.
- DSTV - Deutscher Stahlbau-Verband Eurocode / CE-Kennzeichnung Bau

- DIN NAS (welding)
- DIN/CEN Eurocode
- DAST - Deutscher Ausschuss Stahlbau
- DVS / SLV welding/brazing/ soldering of aluminium
- BDG - Bundesverband der Deutschen Gießerei-Industrie

GDA's specialists represent the interests of the German aluminium industry at European level in the EAA's Automotive Technical Committee (ATC), Education Technical Committee (ETC) Building Technical Committee (BTC), Structures Working Group, Standards Committee (STC) and Global Advisory Group (GAG).

The transfer of the European standardisation activities from EAA to GDA from April 2008 onwards went smoothly. As a 'Center of Excellence' GDA now coordinates the Structures Working Group (building field) and the Standards Committee directly on behalf of EAA. It thus ensures that there continues to be an exchange of opinions and that a uniform position is adopted towards standards projects within the European aluminium industry and also makes sure that interests are effectively represented in the international standards committees of CEN and ISO.

ing and building and construction sectors and on events related to the individual topics. It is rounded off with information about the latest standards and activities in the sector.

## Topical technical information

*AluminiumTechnik*, which is published four times a year, provides intersectoral information on current technical developments in the automotive, transport, mechanical engineer-

# Ecology and Sustainability

As a result of apparent change in the climate, ecological questions are currently right at the top of the agenda in politics, science and industry. Thus in addition to criteria such as price, quality and specific functional features, marketing of products has also long been determined by 'ecological performance'. Topics such as carbon footprint and resource efficiency have reached our target markets. Nowadays customers and consumers ask not only about the benefits of a product or a service, but also about what effects the product will have on the environment. For trade and industry, this means product ecology has become an important marketing instrument and a feature that distinguishes it from its competitors. As a result of this, markedly more questions are being asked and not only by customers of GDA and its member companies. The ecological positioning of aluminium and its products is now more important than ever before. With its specialist knowledge, GDA supports its member companies to position aluminium and its products ecologically.

## Trend away from product comparisons to holistic approach

The discussions about the ecological performance of products are becoming increasingly simplified and partly conducted more emotionally. GDA's aim is to replace preconceptions by facts and to make a contribution to an objective approach. True to the motto 'stop comparing products and start comparing systems' and in co-operation with its sister associations EAFA, etma and AERO-BAL, GDA has conducted further studies to position the aluminium industry's products. The approach takes the whole life cycle of a product and its function in the specific application into consideration. After all, it is not usually the packaging that is purchased but the contents inside it. In the transport and building sectors, too, one has to consider the performance of aluminium in the complete system, namely the means of transport or the building. Such considerations also have to involve people as consumers, drivers and/

or inhabitants. This is because consumer behaviour often makes a significant contribution to determining the ecological performance of a product.

In 2008 and 2009, foodstuffs and cosmetics were investigated in the manner in which the consumer uses them in everyday life, such as herb butter in an aluminium tube, deodorant in an aerosol can and yoghurt and chocolate with aluminium foil as part of the packaging system. In this way it can be demonstrated that aluminium protects the product and the environment. Here the ecological assessment of the supply chain depends on whether, for example, the packaging is emptied completely, or to what extent the packaging protects the contents against deterioration. It is essential that aluminium packaging protects high quality contents in a resource-efficient manner with optimal use of material.

## Recycling of aluminium – guarantor of resource efficiency

Recyclability distinguishes aluminium products with respect to their resource efficiency. Nevertheless there are different views as to how recycling should be included in the ecological evaluation of products. Increasingly more often one is discovering material flows that only consider the recycled material content in the product, whereby this approach also implies that recycling plays no role at the end of an aluminium product's life. GDA counters such arguments by arguing that the provision of scrap can only be improved by means of an optimisation of the recycling rate, which means that the more scrap that is returned to the material loop the greater is the amount of scrap available for recycling. Taking only the scrap used in the product into consideration is short-sighted. In order to reach as many target groups as possible, GDA has published two articles: 'There is recycling

and recycling' and 'Trojan Horse at aluminium recycling champion's gate'. Furthermore, a presentation titled 'Recycled metal content – the Trojan horse of the sustainability of aluminium products' was made at the OEA Recycling Congress on 2 March 2009 in Berlin. When talking to customers it is also important to adopt such positions. Because in contrast to recycling rates, the share of recycled material in aluminium products is often significantly lower. The reason for this are the growing markets for mainly long-life aluminium products; even if all aluminium used were to be completely recycled, there would still be a shortage of available scrap to satisfy demand. Accordingly, when recycle contents are used instead of recycling rates according to product use, the eco-performance of aluminium products appears to be significantly poorer.

being an active member of the Energy and Environment Steering Committee and in the Sustainability Working Group.

Eco-balances on aluminium tubes and aerosol cans prepared under the lead management of GDA appeared for the first time in 2008. In co-operation with the sister associations etma and AEROBAL, the world's first

eco-balances were prepared for product systems. In the area of aluminium foil, GDA has been supporting EAFA in the preparation of life cycle inventories.

A significant advantage of this international involvement is that German positions will be adopted internationally.

## Sustainable building – questions and more questions

Sustainable building is not only the top priority for the Federal Ministry of Transport, Building and Urban Affairs, which caused a stir at the beginning of the year with the awarding of a sustainability certificate. The certification system was discussed within the federal ministry's 'Round Table – Sustainable Building' of which GDA has been a participant from the start. The German Society for Sustainable Construction (DGNB), whose mem-

bers include companies from the aluminium industry, has now also adopted a central role in the sustainability debate. In 2009, GDA itself became a member of DGNB to support the companies and to broaden its lobbying in the building sector even further. After all, the membership of DGNB includes customers of the aluminium industry, architects as well as people involved in administration and politics.

## International co-operation – taking advantage of synergies

Certain ecological topics as well as negative reports often originate from Germany. They often spread very quickly to neighbouring countries. That is why there has been good co-operation in German-speaking countries for many years. In this connection, GDA uses its expertise to help position aluminium as a material. The EAA also draws upon GDA's know-how in the field of ecology and sustainability. A contract with the EAA that allows GDA's capabilities to be used synergetically in the interests of the members has now been in force for two years. As part of this co-operation, GDA provides support for lobbying in the UK, the Netherlands and within the EU. In addition, GDA provides active support for the beverage can LCA study, which demonstrates that aluminium beverage cans are ecologically beneficial at high recycling rates. The reference area for this study is Europe.

In the UK, the first standard dealing with the subject of carbon footprints was issued in October 2008. Here, too, lobbying by GDA in co-operation with the EAA was successful in ensuring that recycling in the sense of the end-of-life recycling approach was included in the standard. Another contribution was a presentation titled 'Examining Life Cycle Analysis (LCA) – Methodologies for Calculating Carbon Footprints and Packaging Taxes' at a conference on European Packaging Waste Law (17-18 March 2009 in Brussels).

Member companies in Europe also have a high regard for GDA's knowledge, as exemplified by GDA being invited to present papers or give talks at internal training courses.

GDA is also supporting the International Aluminium Institute (IAI) in its work, including

iHomeLab – research laboratory for intelligent living at the Lucerne University of Applied Sciences and Arts



Our member companies are being increasingly confronted with questions from the market place relating to the ecological performance of their products. It was not least because of this that there was a desire to establish a GDA working group on sustainable building. The statutory meeting took place in April 2009. The working group deals with current topics and serves as a discussion forum for questions.

In addition, GDA sponsored the secretariat of the CEN Mandate 350 Working Group 3 'Environmental Product Declarations' and is an active member of the DIN working group on sustainable building.

At the Deutscher Sachverständiger Tag in March 2009, GDA made a contribution tilted 'Aluminium Between the Conflicting Priorities of Sustainability' and also took part in the panel discussion on 'Aluminium Versus Wood – What is More Sustainable?'

## Continual stakeholder dialogue

Dialogue programmes have a long tradition at GDA – whether it be with church representatives, schools and teachers or non-governmental organisations. A recent addition to this tradition is the Social Partnership for Sector Dialogue within the Netzwerk Ressourceneffizienz established in March 2007; the dialogue is a project that was started by the IG Metall trade union (IGM), the Federal Ministry for the Environment (BMU) and Gesamtverband der Aluminiumindustrie (GDA).



What is novel with this dialogue project is that the employees of an industrial sector have been specifically included in order to promote awareness of using resources both inside and outside the production plants. The employees are thus being addressed in their dual roles as producers and consumers of goods – and use is thus made of their expertise in the production as well as the opportunities available to them as consumers to exert their influence on achieving more resource efficiency. The aim was and is to shift the environmental discussion to a factual level and create greater acceptance of aluminium as a material.

Two expert workshops for representatives of employees and management accompanied the project and involved questionnaires and the questioning of experts in 15 participating plants in order to determine the level of awareness of resource efficiency and to enquire about firm proposals for improvement. The responses from the interviews with employees that accompanied the action and with experts were impressive both in number and quality and are proof of how highly significant resource efficiency is today. Amongst other things, the employees made almost 3000 concrete and practical proposals for measures in plants and the use of products.

The project was presented at numerous high-level events, mostly as a tandem presentation from IG Metall and GDA, for example at the Netzwerktagung on 26 June 2009 in Berlin chaired by State Secretary Michael Müller and at the IG Metall sector conference 'Aluminium' in May 2009. In addition, articles were published and a flyer and the website [www.aluminium-ressourceneffizienz.de](http://www.aluminium-ressourceneffizienz.de) were produced. Federal Environment Minister Sigmar Gabriel pointed out in a foreword how important such projects are and commented on the aluminium industry as follows (translation GDA):



Website of the Social Partnership for Sector Dialogue on the Resource Efficiency of Aluminium Products

'The aluminium industry is a key industry for climate change prevention and environmental protection not only because of its utilisation of energy and raw materials but also because aluminium is used as a material in innovative technologies. For this reason, the Federal Ministry for the Environment supports the social partnership for sector dialogue initiated by Gesamtverband der Aluminiumindustrie and IG Metall.'

Further aspects were highlighted in a press release issued jointly by the three partners (translation GDA):



Flyer of the Social Partnership for Sector Dialogue on the Resource Efficiency of Aluminium Products

'The intelligent and careful use of energy and raw materials is decisive if environmental and economic policy is to be successful in the long term. The aluminium industry is a key industry for climate change prevention and environmental protection. On the one hand it is one of the most energy-intensive branches of industry. On the other, aluminium is widely used as a material in innovative technologies, and taken over its useful life its energy balance is often positive.'

It is now planned to prepare topics such as scrap management, resource efficiency of aluminium products, recycling as well as the influence of consumer behaviour in a follow-up project for in-house presentations and posters. In addition, the appropriate knowledge should be integrated into training and further education and made more readily usable in employee suggestion schemes.

As part of the Partnerships for Sustainable Consumption initiative, GDA also participated together with Volkswagen and Henkel on producing a book, which will be published amongst others by the UNEP Centre on Sustainable Consumption and Production. It includes three examples involving aluminium:

- the social partnership for sector dialogue
- the development of sustainability indicators for the aluminium industry
- case study of sustainable consumption for a cup of coffee packaged in an aluminium laminate.

With this book, GDA's target groups will be reached and its position made more widely known.

# Library and Training/Further Education

The GDA's extensive library, with archives that go back to the 1930s, is the largest German library on the subject of aluminium and one of the largest of its type in the world. It also documents information on magnesium and titanium.

The reference library holds 3,500 specialist books, 8,000 articles, numerous research reports and reports on congresses and conferences and 4,000 bound volumes of periodicals.

The fields of knowledge are categorised into 25 main groups and over 1000 sub-groups: the aluminium industry, the extraction of aluminium, material properties, metallurgy, materials testing, corrosion, processing, heat treatment, mould casting, chipless forming, machining, joining, design, surface treatment, uses, building and construction, chemical engineering, food, packaging, electrical engineering, transport and defence technology.

In addition to acquiring new books, some 90 trade journals are evaluated with respect to the topics mentioned and abstracts of relevant contributions are included in the database. This is continually being updated and expanded.

For research purposes, the library is accessible to the public – both to GDA members and non-members – either in person or online.

By means of online access via the GDA website, articles from the technical literature can also be researched from afar and ordered, for which a fee is payable. Online access and searches in the online catalogue are free of charge. Visitors can conduct searches in titles and abstracts or carry out systematic

searches. Articles can be ordered directly online for a fee.

At the end of 2008, agreement was reached on a co-operation with Bundesverband der Deutschen Gießerei-Industrie (BDG), formed by the merger of three foundry trade associations, and its information centre in order to achieve synergy effects. There are plans to acquire a joint search software that is more powerful and allows searches to be carried out directly in both inventories.



Dr. Karsten Hein provides support for carrying out searches in the library

## Training for schoolchildren and teachers

The training courses for teachers that GDA offers in co-operation with its members are still in demand. An average of 20 teachers have attended each of the ten courses that have been held so far at company's plants throughout Germany; they were informed about ways in which the subject of aluminium can be dealt with both theoretic-

cally and practically in the classroom.

GDA is also supporting the KEMIE project, which enables children to experience chemistry with their parents and get them interested in the topic at an early age; it is part of 'Didactics of Chemistry' at the Ruhr-Universität Bochum.

## Comprehensive teaching materials

The educational tools issued by GDA, such as the case, folders and the metal-processing courses for use in teaching and vocational training are being increasingly used in schools and companies.

Now that the teaching materials have proven themselves in Germany, the Austrian Federal Economic Chamber (WKO) is now looking to see to what extent it can be used in Austria.

## Current programme of publications

GDA's comprehensive programme of documentation is continually kept up to date with ongoing revisions, additions and new editions. Besides the GDA Technical Informations, the technical documentation is also continually being extended to include topics of current interest. The technical paper 'Design of Aluminium Structures: Selection of Structural Alloys', which is a contribution to designing in accordance with Eurocode 9 and contains important material properties and background

information, can be downloaded at the GDA website. The paper 'Beispiel zur Ermittlung der Tragfähigkeit der Verbindungen und Befestigungen nach allgemeiner bauaufsichtlicher Zulassung Z-14.1-537' (Example of Determining the Load-Bearing Capacity of Joints and Fixings in Accordance with General Building Inspectorate Approval Z-14.1-537) has also been published online (in German only).



# Outlook for 2009/2010

GDA will continue to represent the interests of the sector in public with continual media work, professional advice, and a presence in the media and at leading trade fairs. This also includes consolidating aluminium's acceptance and cultivating its image within the different target groups. Being present at important trade fairs, providing professional advice and media work that is topical and effective are important instruments for achieving these objectives.

## Trade fairs and events

In 2009/2010, GDA will again be presenting the information and services it has to offer at trade fairs and other events, where it will maintain its dialogue with fabricators and end-users of the light metal. Fixed dates in the events calendar are the annual participation at didacta, which takes place in Cologne in 2010, and participation at the biennial ALUMINIUM fair in Essen.



The most important event in the second half of 2009 is the European Aluminium Congress which is titled 'Aluminium in Automotive Applications – Material for Lightweight Construction and Design' and takes place on 23-24 November 2009 in the Maritim Hotel in Düsseldorf. At this congress the different current uses of aluminium in cars will be presented as will potential further developments that will make the car of the future even lighter and more energy efficient. Top-class representatives from the car industry, such as Audi or Jaguar, universities and the aluminium industry will present and discuss currently used and far-sighted innovative solutions.



Programme of the European Aluminium Congress 2009

In addition, GDA will again be a sponsor of the German Sustainability Award. The symposium and presentation of the award will take place on 6 November 2009 under the patronage of Chancellor Angela Merkel; the supporters

of the initiative include the German Council for Sustainable Development (RNE) and the Federal Ministry for Labour and Social Affairs (BMAS).

## Aluminium in education and training

GDA will further expand its training and certificate-issuing courses on aluminium. In addition to secondary and vocational schools, universities are the main target groups for these activities. For schools, teacher

training courses will again be held at member company's plants. The teaching DVD developed in co-operation with MedienLB is expected to be released in 2009.

## Continual media work

In future, the aim of the PR and media work will also be the positioning of the metal, the industry and the trade association in the important publications of the business, trade

and popular press. Regular media information complemented by specialist articles and briefings will provide the basis for positive and objective reporting.

## Technical Informations

GDA's Technical Informations offer clear and reliable information on aluminium. GDA continually updates these publications to ensure they keep abreast of the state of the art. *Technical Information 04*, which deals with ano-

dised aluminium for decorative purposes, and *Technical Information A8*, which covers sinusoidal aluminium profiles, are currently being revised; the latter is only available in German.

## Current seminar programme

The now traditional specialist seminars on surface treatment and the technology of extruded profiles will be held again in 2009, namely on 24-25 September (surface treatment) and 21 October (extrusion). The seminar on cleaning is planned for 26 November 2009. The joining seminar will be

held in March 2010 and the seminars carried out in co-operation with Giesel-Verlag and the RWTH Aachen will be carried out again in the spring of 2010. In addition, GDA's specialists are available for in-house seminars at any time subject to prior agreement.



# OUR KNOWLEDGE: KEY TO THE FUTURE

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*Aluminium for Future Generations*

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