



ALUMINUM EXTRUDERS WORKING TOGETHER TO IMPROVE PRODUCTS, MARKETS, AND THE INDUSTRY

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## **NEWS RELEASE**

**FOR IMMEDIATE RELEASE**

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### **AEC UNVEILS ALUMINUM IS GREEN LOGO**

The Aluminum Extruders Council (AEC) has unveiled a brand image to promote the environmental benefits of aluminum. The new *Aluminum is Green* (AIG) Logo made its debut in May during the Ninth International Aluminum Extrusion Technology Seminar and Exposition (ET '08) in Orlando, Florida. The logo, which was designed to be used by AEC members as a recognizable symbol of the industry, conveys aluminum's recyclable, sustainable, and versatile attributes in a dynamic, visual way. The logo was created as a static image as well as in an animated version for the web. The trade mark will be used to communicate a message of environmental responsibility and benefits to aluminum extrusion customers and others. "I am very excited to see our new logo now available for widespread use; it portrays the worldwide nature of our industry and informs the viewer of why *Aluminum is Green*," said AEC Chairman Craig Werner of Werner Extrusion Solutions LLC in Lake Forest, Illinois. "Energy efficiency and environmental concerns are a high priority worldwide, and using our material, aluminum, is an ideal way to improve in both areas."

Aluminum is the material process of choice for a sustainable Earth. Aluminum boasts several qualities that qualify it as an environmentally-friendly material. Aluminum is lightweight, strong and economical. Aluminum offers high scrap value, widespread consumer acceptance, and aluminum recycling enjoys significant industry support. In addition to recyclability, other eco-friendly qualities that aluminum touts while meeting green building requirements include its light weight-to-strength ratio, which allows for the reduction in weight of materials, and its extrudability, which accommodates off-site fabrication.

(more)

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**ALUMINUM EXTRUDERS COUNCIL**

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AEC Unveils *Aluminum Is Green* Logo

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AEC member companies will soon be displaying the AIG logo on their websites and in promotional literature aimed at educating all market segments on the environmental advantages of aluminum. For more information on how aluminum is an Earth-friendly material, visit the [Features and Benefits](#) section of the [AEC Web site](#).

The Aluminum Extruders Council is the association of the world's leading manufacturers of extruded aluminum profiles -- The Shapemakers. For more information, contact AEC at 1000 N. Rand Road, Suite 214, Wauconda, IL 60084. Telephone: 847.526.2010; fax: 847.526.3993; e-mail: [mail@aec.org](mailto:mail@aec.org). Visit the Council's website at [www.aec.org](http://www.aec.org).

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For an electronic sample of the logo please e-mail AEC at [mail@anodizing.org](mailto:mail@anodizing.org).