



Aluminium, the **green** metal

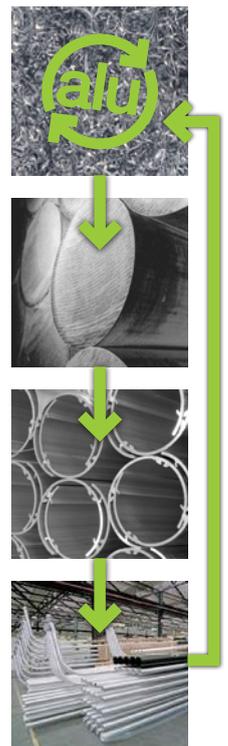
There are multiple examples within Sapa that show that aluminium is the ideal material to use when it comes to sustainable development.

For example, did you know that because of the use of aluminium in cars, the weight of the car can be reduced? If we include the production and distribution (wheel-to-wheel) of fuel, a weight reduction of 100 kg in a car means a saving of 10 g of CO₂ per kilometer, in other words 2000 kg during the life of the car.

Another example, are the developments around solar energy. Aluminium is often used in solar frameworks, but what makes aluminium so environmentally

friendly? The most important features are shown below:

- Aluminium is 100% recyclable, time after time.
- Recycling aluminium only takes 5% of the energy needed to produce it in the first place.
- There is no downgrade during the recycling process.
- The columns of Sapa Pole products exist of a minimum of 95% recycled material.



Also the European Aluminium Association (EAA)* shows some impressive figures:

- In Europe's Northern countries, up to 92% of the aluminium from beverage cans are recycled, just as 95% of the aluminium from cars and 98% from buildings.
- In Denmark, the recycling rate of aluminium from household waste has reached virtually 100% in 2007.
- Today, 40% of Europe's aluminium supply comes from recycling. It is no wonder then that, 75% of the aluminium ever produced is still in use today.



Instead of 'less waste',
the goal is 'no waste'

* Check out the website of the European Aluminium Association for more information: www.eaa.net

How does Sapa make use of these benefits?

Well, Sapa has 9 extrusion cast houses across Europe for recycling. These cast houses have a yearly capacity of 200.000 tons (enough for more than 7 million lighting columns). Sapa Pole Products is committed in different areas when it comes to Corporate Social Responsibility. Great examples of these are Carbon Neutral and Cradle-to-Cradle columns, explained below.

Climate Neutral

At Sapa Pole Products we are aware that our company can contribute to a better environment. As a production company we can take steps to minimize CO₂ emissions. That is why we analyzed our production process with the help of an independent consultancy group (www.ecofys.nl). At different stages in our production process, we have implemented energy savings, and with our patented reinforcement profile, we can reduce the weight of our columns by up to 20%. In 2007, we were the first company within the market to offer climate neutral lighting columns.

Cradle-to-cradle

When it comes to 'green' certification, there are no bad products, just bad design, say German

chemist Michael Braungart and U.S. architect William McDonough, creators of the world's leading 'cradle-to-cradle' (C2C) certification program.

As Braungart and McDonough put it, 'waste equals food': if a product is properly designed, at the end of its useful life, it can be broken down into its basic elements, which become the 'nutrients' for new products. Instead of 'less waste', the goal is 'no waste'. In a C2C model, product materials circulate in an endless cycle with no net effect on the environment. To date, more than 200 companies worldwide have received C2C certification.

A number of European cities and municipalities have embraced C2C sustainability as a strategy to not only protect the environment but to also strengthen people's welfare and economic prospects through new business opportunities. We are the first aluminium supplier in the world to offer Cradle to Cradle CertifiedCM lighting columns.*

* Cradle to Cradle CertifiedCM is a certification mark of MBDC.



We are the first aluminium supplier in the world
to offer C2C-certified lighting columns