



The Aluminium Logo

List of core messages

General

- can do more
- multi-talent with many advantages
- fascinating versatility
- recycling with high material quality
- modern material
- maintains its value
- 125 Years Innovation in Aluminium

Architecture and design

- light, beautiful and stable
- light, modern and valuable
- easy to assemble and long lasting
- long lasting and corrosion resistant
- sustainable building material
- decorative and classy
- material for creativity
- modern design material
- design material par excellence

Electrical engineering / air conditioning technology

- transports heat and cold
- conducts current and heat efficiently
- reflects light brilliantly

Energy and climate

- saves energy
- climate protection due to energy efficiency
- energy efficiency due to weight reduction
- recycling protects the climate

Mechanical engineering

- economical thanks to easy machinability
- efficient due to good formability
- diverse and economical
- light and robust

Recycling

- sustainable material
- is used, not consumed
- excellent recycling material
- recycling with high material quality
- ecological due to high recycling rates
- quality and recyclability
- recycling conserves resources
- recycling enhances sustainability

Transport

- energy-saving transport
- saves energy thanks to low weight
- efficient, light and construction-friendly
- light construction saves energy

Packaging

- protects valuable contents
- light-proof and secure
- practically and neutral in taste
- airtight packaging
- low weight – optimal protection

