

## Why Aluminum?

### A VALUABLE RESOURCE WITH EXCITING POSSIBILITIES

*Aluminum quietly touches our daily lives in countless unseen ways, making hundreds of products more convenient, more durable, stronger and better.*

Aluminum is a highly renewable resource. It ranks as one of the most recycled materials on the planet. It is highly ductile, malleable, conductive, resistant to corrosion and wear, and has an exceptional strength to weight ratio making it the metal of choice for many product designers.

Aluminum provides endless customer solutions and new sources of profit for metal service centers. The transportation industry is utilizing the many advantages of aluminum to reduce vehicle weight for improved fuel efficiency.

The weight of aluminum content per vehicle continues to rise year over year providing exciting opportunities for the transportation industry and aluminum suppliers. Additionally, many other industries such as Building and Construction continue to increase consumption of aluminum.



Innovative designs in architectural building panels and roofing for commercial buildings and residential housing have become an emerging market for aluminum sheet and extrusion products creating additional value for the property owner.

#### **ALUMINUM ADVANTAGES**

- Light in weight (one third the weight of steel)
- Exceptional strength-to-weight ratio
- Corrosion resistance
- High electric & heat conductivity
- Highly reflective to heat & light
- Ductile & malleable
- Non-magnetic & non-toxic
- Suitable for forming, welding, & fabricating
- Variety of finishing options

#### **TYPICAL MARKETS**

- Building & Construction
- Transportation
- Consumer Durable Goods
- Electrical
- Machinery & Equipment
- Containers & Packaging
- Distribution
- Weapons & Ammunition

Our products are widely available from Aleris Rolled Product's authorized, independent metal service centers across North America.

CALL US AT 1-866-266-2586

to see how we can help your business, or to locate an Aleris Rolled Products distributor near you.