

Press release

Constellium supports the “Aluminium Closures – Turn 360°” campaign promoting aluminium benefits in packaging closures systems

Paris, 13 December 2012 – As the worldwide leading supplier of [aluminium strip and sheets for the aluminium closures market](#), Constellium is at the forefront of an ambitious pan-European promotion campaign “Aluminium Closures -Turn 360°”, along with the leading European manufacturers of aluminium closures, through the European Aluminium Foil Association (EAFA).

The campaign is intended to enhance public awareness about [aluminium closures](#) as an intelligent and economic alternative to other closure systems. Aluminium closures offer many benefits in areas like taste and quality, sustainability and recycling, convenience, technology, cost efficiency, and design. Providing easy-to-grasp information and the latest scientific findings regarding sustainability, the aluminium closure industry takes a clear path in demonstrating its superior characteristics.

“Our sales for the aluminium closures market have been growing strongly in the last years. This is the best solution for wine, spirits, water and other types of products such as olive oils. In particular, wine makers are increasingly recognizing the great advantages of having a screwed on aluminium closure, and the high quality of Constellium’s metal solutions,” said Raphael Thevenin, Sales & Marketing Director - Aluminium Rigid Packaging at Constellium.

“The growing interest in aluminium closures can expand much further with a more global outreach to the wine community. This is why Constellium has been actively participating in the working group at the origin of this campaign. Together with our customers we can be faster, more efficient in promoting the aluminium closures than as individual companies”.

The “Aluminium Closures – Turn 360°” campaign is rolled-out through a multilingual website designed to appeal in particular decision makers in the wine sector, thus providing extensive information on the multiple benefits of aluminium use in closures. More public relations activities will run throughout Europe during 2013 as an integral part of the promotional campaign. A wide selection of aluminium closure images is available on www.aluminium-closures.org/media-gallery.

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About Constellium

Constellium, formerly Alcan Engineered Products, is a global sector leader that develops [innovative, value added aluminium products and solutions](#) for a broad scope of markets and applications, including aerospace, mass transportation, automotive, packaging, energy and building and construction.

With over 9,000 employees Constellium is structured in 3 Business Units: Global Aerospace, Transportation and Industry (Global ATI); Specialty Sheet; Extrusions & Automotive Structures. Constellium, with headquarters in Paris, is owned by affiliates of Apollo Global Management (51%), Rio Tinto (39%) and the French “Fonds Stratégique d’Investissement” FSI (10%). Constellium generated €3.6 billion of revenue in 2011.

www.constellium.com

About the Aluminium Closures Group

The Aluminium Closures Group is composed by the leading European manufacturers of aluminium closures and screw caps and supported by Constellium and other manufacturers of aluminium strip and sheet for closures. Members represent more than 80% of the global aluminium closures production for wine and are grouped in the European Aluminium Foil Association (EAFA).

www.aluminium-closures.org

About EAFA

The European Aluminium Foil Association is the international body representing companies engaged in the rolling and rewinding of alufoil and in the manufacture of aluminium closures and alufoil containers as well as of all kinds of flexible packaging. Its more than 100 member companies are based in Western, Central and Eastern Europe. Founded in 1974, it has its roots in associations dating back to the 1920s.

www.alufoil.org