

A Uniquely Sustainable Material!

Recognized as the environmental metal of choice, aluminum is a uniquely sustainable material that can be recycled without losing any of its fundamental properties.

Aluminum is highly efficient, cost effective and environmentally friendly, which offers endless possibilities for packaging, automotive, building, and other applications.

When aluminum is recycled there are economic, environmental and social benefits.

More than half of the aluminum in beverage cans is recycled, taking only about 60 days to go from consumer through the recycling process and back to the store shelf. Aluminum recycling is the cornerstone of Novelis' commitment to sustainability.

Novelis Recycling Sponsorships:

To help further the environmental, social and economic benefits of recycling, Novelis is a leader in establishing and sponsoring recycling programs that promote aluminum can collection and recycling. Please visit the following websites to learn more about Novelis' sponsorships.

Cans for Cash: City Recycling Challenge
www.cans4cash.com

ACC Curbside Value Partnership
www.RecycleCurbside.org

Cans for Habitat
www.cansforhabitat.org

Novelis Inc. is the global leader in aluminum rolled products and aluminum can recycling. The company operates in 11 countries, employs approximately 12,700 people and reported revenue of \$11.2 billion in fiscal year 2008. Novelis supplies premium aluminum sheet and foil products to automotive, transportation, packaging, construction, industrial and printing markets throughout North America, South America, Europe and Asia. The company is a subsidiary of Hindalco Industries Limited, Asia's largest integrated producer of aluminum and a leading copper producer. Hindalco is the flagship company of the Aditya Birla Group, a multinational conglomerate based in Mumbai, India. For more information on Novelis, visit www.novelis.com.

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A World Leader in Recycling

As the world's largest aluminum beverage can recycler, Novelis annually recycles more than 24 billion used aluminum beverage cans in North America alone and over 35 billion globally. Six of our 33 global facilities are devoted to recycling post-consumer aluminum as well as scrap aluminum generated during the manufacturing process. This recycled metal is then utilized by Novelis' own rolling facilities to produce can sheet – an economical and efficient process.

Infinitely recyclable and
Infinitely important.



You can make a difference
in aluminum recycling –
for your community, the
environment and the future.



Life Cycle of the Aluminum Can



A used aluminum can can be recycled, remade, refilled and returned to your grocer's shelf in as few as 60 days – and this cycle begins with you!

Did You Know?

- Aluminum is infinitely recyclable
- More than half of the aluminum used to make the nearly 100 billion beverage cans each year in North America is from recycled aluminum
- Recycling one can saves enough energy to run your TV for eight hours or a 100-watt light bulb for ten hours

Make Every Can Count – Recycle!

Novelis, Recycling and YOU!

The Value of Aluminum Recycling

No other material offers the formability, versatility and environmental benefits of aluminum. Infinitely recyclable, it is the material of choice for balancing the demands of a growing economy with the need to preserve the environment.

You, too, can make a commitment to aluminum recycling. With each aluminum can you recycle, you can help:

Save Energy...

It takes 95% less energy to recycle aluminum than create it from raw materials.

Reduce Emissions...

Recycled aluminum requires less energy, so it produces 95% less emissions, such as greenhouse gases.

Conserve Natural Resources...

Recycling aluminum helps conserve natural resources, such as bauxite and water.



Recycling Pays For Itself...

Aluminum is the only packaging material that more than covers the cost of collection and re-processing for itself and subsidizes recycling costs for other materials, including plastic and glass!

In 2007, Americans recycled over 50 billion aluminum beverage cans generating over \$1.5 billion in value.

Recycling aluminum helps protect and sustain our environment and encourages friendly, spirited community involvement, both socially and economically.

For more ideas about how you can get involved in aluminum recycling, visit us online at:

www.recycle.novelis.com

