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Novelis and REAZN advance circular zinc solutions for high-performance aluminum alloys

Collaboration expands use of post-consumer recycled zinc in aluminum alloys

ZURICH, Nov. 24, 2026 /PRNewswire/ -- Novelis Inc., the world leader in aluminum rolling and recycling, and REAZN Group S.A., the world's largest manufacturer of recycled zinc alloys, announced today that they have jointly developed an innovative master aluminum alloy that enables the substitution of primary zinc with 100% post-consumer recycled zinc. The solution has now been successfully validated for use in the casting process at Novelis' Koblenz casthouse, including selected 7xxx high-strength aluminum alloys.



"This collaboration demonstrates how material innovation can unlock new levels of circularity without compromising performance," said Alexandre Gellert, VP Metal Procurement Novelis Europe. "By integrating post-consumer recycled zinc alloys into high-strength aluminum alloys, we are taking another meaningful step toward reducing our reliance on primary raw materials while supporting our customers' sustainability ambitions."

"REAZN's expertise in advanced zinc recycling gave this collaboration a solution neither company could have developed alone," said Claude Bever, REAZN. "By combining our secondary raw materials processing with Novelis' alloy design, we are proving that post-consumer recycled zinc can meet even the most demanding industry requirements and that circularity and industrial-grade performance go hand in hand."

Novelis and REAZN aim to deploy the master alloy across the majority of 7xxx alloy

applications and further increase the use of post-consumer recycled zinc alloys.

Fully committed to advancing circular material flows and supporting the decarbonization of industrial value chains, Novelis and REAZN see this collaboration as a clear signal of where the industry is heading, one where sustainability and innovation move forward together.

About Novelis

Novelis Inc. is driven by its purpose of shaping a sustainable world together. We are a global leader in the production of innovative aluminum products and solutions and the world's largest recycler of aluminum. Our ambition is to be the leading provider of low-carbon, sustainable aluminum solutions and to achieve a fully circular economy by partnering with our suppliers, as well as our customers in the aerospace, automotive, beverage can and specialties industries throughout North America, Europe, Asia and South America. Novelis had net sales of $18.4 billion in fiscal year 2026. Novelis is a subsidiary of Hindalco Industries Limited, an industry leader in aluminum and copper, and the metals flagship company of the Aditya Birla Group, a multinational conglomerate based in Mumbai. For more information, visit novelis.com.

About REAZN

REAZN is a European producer and the world's largest manufacturer of recycled zinc alloys, supplying prime-grade casting and galvanizing alloys to industrial customers worldwide. Headquartered in Luxembourg, REAZN runs a production and pre-treatment site in Belgium and a production site in the United Kingdom. 150 zinc experts deliver 100,000 tons annually, with a low environmental footprint enabled by its circular economy model.

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