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Novelis Launches evercycle™ Certified High-Recycled Content Products

Company announces commercial availability in North America of evercycle for food containers with 100 percent recycled content

ATLANTA, March 26, 2015 /PRNewswire/ --[Novelis](#), the world leader in aluminum rolling and recycling, today announced the first product in a new portfolio of certified high-recycled content aluminum for specialty applications called [evercycle™](#). This new material will enable customers to produce infinitely-recyclable products with a lower carbon footprint.

The first product in the *evercycle* portfolio is designed for aluminum food containers. This product is certified by [SCS Global Services](#) to contain 100 percent recycled aluminum, made up of 90 percent post-consumer content and 10 percent customer manufacturing scrap – the only material of its kind in the market. Commercially available now in North America, *evercycle* is expected to become available globally as demand grows.

"The launch of *evercycle* marks an important next step in our long-term commitment to sustainable aluminum product innovation," said Phil Martens, Novelis President and Chief Executive Officer. "Our *evercycle* aluminum appeals to customers who want to demonstrate their dedication to sustainability and attract the growing numbers of environmentally conscious consumers."

The new product adds to Novelis' growing portfolio of high-recycled content aluminum sheet products and is part of the company's plan to increase the overall recycled content of its products to 80 percent by 2020. In 2014, Novelis introduced its certified high-recycled content [evercan™](#) product for beverage cans, which is now available globally.

"We are pleased to have begun shipping *evercycle* earlier this year to major producers of food containers in the U.S.," said Marco Palmieri, Senior Vice President of Novelis and President, Novelis North America. "This represents the first application of *evercycle*, but we are already developing other uses across our specialty products portfolio, including appliances and cookware."

Already the world's largest recycler of aluminum, Novelis has made capital investments of close to \$500 million in its global recycling operations since 2011, which has doubled its annual recycling capacity to 2.1 million metric tons. Recycling aluminum requires 95 percent less energy, and produces 95 percent fewer greenhouse gas emissions (GHGs), than manufacturing primary aluminum.

For more information about Novelis *evercycle*™ visit novelis.com/evercycle.

About Novelis

Novelis Inc. is the global leader in aluminum rolled products and the world's largest recycler of aluminum. The company operates in 11 countries, has approximately 10,900 employees and reported revenue of approximately \$10 billion for its 2014 fiscal year. Novelis supplies premium aluminum sheet and foil products to transportation, packaging, construction, industrial and consumer electronics markets throughout North America, Europe, Asia and South America. The company is part of the Aditya Birla Group, a multinational conglomerate based in Mumbai, India. For more information, visit novelis.com and follow us on Facebook at facebook.com/NovelisInc and Twitter at twitter.com/Novelis.

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