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Novelis Introduces Glowing Innovation

ZURICH, Switzerland, May 21 /PRNewswire/ --

- Novelis Europe Launches New Range of Luminous Painted Aluminium Sheet

Novelis Inc. has launched a new range of luminous, painted aluminium sheet products from its Gottingen plant in Germany. As the only company able to offer this innovative Luminous Color material, Novelis sees strong market potential globally in a wide variety of applications where radiant properties are valued.

The new product combines a wear-resistant luminescent paint system with the light-weight, high formability and corrosion resistance of aluminium. The resulting product range, which is exclusive to Novelis in Europe, opens up new design and safety possibilities for both enclosed spaces as well as exterior locations. The material remains luminous for at least one hour after exposure to light and can, therefore, provide a good alternative light source as a back-up to other lighting systems in tunnels, elevators or building interiors. Escape route and other safety signs are another area of use in which the new product range, quite literally, shines.

Nagelstutz & Eichler, a leading Germany-based supplier of aluminium ceiling panels for building applications, is using the Novelis innovation to extend its own product range. By incorporating the Novelis luminous painted material, rather than the traditional luminescent film-covered sheet, into a new type of ceiling panel, Nagelstutz & Eichler will be able to enter the market for false ceilings with robust safety features and rigorous fire safety performance requirements.

"At Novelis we continuously seek to create new value for our customers, helping to shape their products of the future through our innovation and materials expertise," said Erwin Mayr, president of Automotive, Painted and Specialities for Novelis Europe. "Our new range of Luminous Color aluminium sheet is a prime example of how Novelis can create breakthrough solutions for its customers."

Luminous Color sheet is available in a wide range of colors and can be supplied in thicknesses between 0.2 mm and 2.0 mm.

About Novelis

Novelis Inc. is the global leader in aluminium rolled products and aluminium can recycling. The company operates in 11 countries, has approximately 12,900 employees and reported revenue of US\$9.8 billion in 2006. Novelis supplies premium aluminium sheet and foil products to automotive, transportation, packaging, construction, industrial and printing markets throughout Asia, Europe, North America and South America. For more information, visit www.novelis.com.

Novelis is a subsidiary of Hindalco Industries Limited, Asia's largest integrated producer of aluminium and a leading copper producer. Hindalco is the flagship company of the Aditya Birla Group, a multinational conglomerate based in Mumbai, India.

Editor's note: Additional information on luminous, painted aluminium sheet products is available by calling Gianmatteo Martinelli, director of sales and marketing on +49-551-304-286.

Web site: <http://www.novelis.com>