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## **Novelis Honored with Two European Aluminium Awards at ALUMINIUM 2014 Trade Fair for its Leadership in Innovation**

DUSSELDORF, Germany, Oct. 8, 2014 /PRNewswire/ -- Novelis, the global leader in aluminium rolling and recycling, was awarded two prestigious prizes at the 2014 European Aluminum Awards yesterday during the ALUMINIUM 2014 Trade Fair.

In the Building and Architecture category, Novelis was awarded the winning prize for the Blue Planet aquarium building in Copenhagen constructed with Novelis falzonal® pre-painted aluminium for roof cladding. The good mechanical formability, weather resistance, natural aluminium color and protection during handling, transport and installation deliver a material advantage and give the iconic building its outstanding look.

Novelis also received a special prize for its online measuring tool for thin coatings on aluminium coils. The newly-invented, highly sensitive measurement method, which was developed in cooperation with the University of Leipzig, determines coating thickness and content even with process velocities of up to 200 m./minute without touching the surface. These advances represent a new measurement method benchmark worldwide.

"We are delighted to be recognized for our leadership in innovation with these prestigious awards," says Erwin Mayr, Senior Vice President, Novelis and President, Novelis Europe. "This acknowledgement reflects the skills and talent of our people who are continuously pioneering within the aluminium industry. We are continuing to advance our disruptive innovations and groundbreaking technology which will be essential enablers to achieve our ambitious business and sustainability goals."

In addition to the two awards, Novelis was also recognized as a finalist for its tailored aluminium blanks for innovative laser welding for the automotive industry and the Messe Basel exhibition hall which uses approximately 650 mt of Novelis aluminium in warranted anodizing quality used for the façade construction in mesh design, flat sheets and suspended ceiling.

The Ninth Annual European Aluminium Award recognizes efficient and forward-thinking uses of aluminium as a material. Prizes are awarded for products and projects that use aluminium as a material in an innovative manner. The awards are organized by the Dutch Aluminium Center, the European Aluminium Association (EAA) and the German Aluminium Association (GDA).

Novelis is currently exhibiting its innovations in automotive, packaging, high-end specialties, recycling and casthouse equipment at ALUMINIUM 2014, the world's leading trade show and business-to-business platform for the aluminium industry. Visit the Novelis booth (#11E20) in Hall 11 through 9 October, 2014 at Messe Dusseldorf.

**About Novelis**

Novelis Inc. is the global leader in aluminium rolled products and the world's largest recycler of aluminium. The company operates in 11 countries, has approximately 11,200 employees and reported revenue of approximately \$10 billion for its 2014 fiscal year. Novelis supplies premium aluminium 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](http://novelis.com) and follow us on Facebook at [facebook.com/NovelisInc](https://facebook.com/NovelisInc) and Twitter at [twitter.com/Novelis](https://twitter.com/Novelis).

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