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# Novelis Introduces Rapid Delivery Service For Lithographic Sheet

Lead time reduced to two weeks

ZURICH, Jan. 21, 2009 — Novelis today announced the start of a new rapid delivery service in response to the needs of its aluminium sheet customers in the lithographic printing sector. Novelis lithographic sheet can now be delivered just two weeks from receipt of order, which is much shorter than the industry standard.

Initially, the new service will be applied to orders for the most widely used lithographic sheet specifications. It will be rolled out to a broader range of lithographic products in due course. Novelis has worked closely with key customers and used its expertise in Lean Six Sigma to become the first supplier to offer such a system for this market.

The reduced lead-time will have a number of benefits for customers, most notably the ability to react quickly to new business opportunities while at the same time keeping stock levels as low as possible. This enhanced flexibility will add value for lithographic plate producers both when market conditions are good and also when times are more difficult and cash may be tight.

Frank Rill, Novelis Europe sales and marketing director for the lithographic market, commented: "We are delighted to be able to add this rapid delivery service to our overall offering to customers in the lithographic sector, which is a very important market for us. At Novelis we pride ourselves on consistently providing the best quality product, on time. To remain the partner of choice, we intend to continue offering new solutions and improvements such as this latest service enhancement and continued product innovations."

Novelis is a leading supplier of aluminium sheet to lithographic plate producers across the globe from its rolling and technology complex in Göttingen, Germany.

## **About Novelis Inc.**

Novelis Inc. is the global leader in aluminium rolled products and aluminium can recycling. The company operates in 11 countries, employs approximately 12,700 people and reported annual revenues of \$11.2 billion in its 2008 fiscal year. Novelis supplies premium aluminium sheet and foil products to automotive, transportation, packaging, construction, industrial and printing markets throughout North America, South America, Europe and Asia. 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. For more information on Novelis, visit [www.novelis.com](http://www.novelis.com).

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