

June 3, 2025

Novelis

VELUX Group signs long-term agreement with Novelis to supply low carbon aluminium

ZURICH, June 3, 2025 /PRNewswire/ -- The VELUX Group has entered a multi-year commercial agreement with Novelis, the world leader in aluminium rolling and recycling, for the supply of high recycled content aluminium. This means flat-rolled aluminium made from more than 70% recycled content will be used to manufacture VELUX roof windows and accessories to further reduce carbon emissions.



It follows an initial letter of intent between Novelis and VELUX Group entered in 2022. Now, a long-term commercial agreement replaces this and confirms the goal to reach a level of 3 kg CO₂eq/kg flat rolled aluminium or below by 2030.

"This agreement really demonstrates our strong commitment to reach this very ambitious goal within just five years," says Klaus Lorentzen, Senior Vice President Products and Innovation for the VELUX Group. "It also secures the steady supply for several years of a key roof window material with a desirably low carbon footprint. With more than 70% recycled content, this Novelis aluminium is key for our efforts to decarbonise VELUX products."

Benefits of Novelis' recycled aluminium

Recycling aluminium saves energy and reduces emissions by up to 95%* compared to primary aluminium, making it a key enabler in advancing decarbonised solutions for building materials and construction. The aluminium alloy provided by Novelis to VELUX is specifically optimised for use in roof window production.

"This agreement with VELUX is a catalyst for transformation and we have made significant progress together in developing alloys that not only meet demanding performance standards but also support a circular economy," says Michael Hahne, Vice President of Commercial for Novelis Europe. "At Novelis, we are proud to lead the aluminium industry in advancing high-recycled-content alloys. Partnering with strong brands like VELUX is a testament for sustainable innovation. By giving aluminium scrap new life again and again, we are working towards our 3x30 Vision by becoming the world's lowest-emissions provider of flat-rolled aluminium."

Pushing boundaries for low-carbon building materials with long-term supplier

Novelis is a leader in driving low-carbon aluminium solutions and has been a supplier to VELUX for more than 40 years. Since 2022, the companies have been collaborating closely to reduce the carbon footprint of the aluminium used in VELUX products. To date, more than 50% of the aluminium supplied by Novelis to VELUX has been replaced with high recycled content, and the partners are working on increasing this amount steadily in the coming years.

"Aluminium is an essential material used for external protection of our roof windows and accessories and therefore also a significant contributor to our scope 3 emissions," adds Klaus. "So, the type of aluminium we use in our production must contain a high degree of recycled content to meet our decarbonisation targets. By shifting to low-carbon aluminium, we are paving the way for the next generation of VELUX roof windows and accessories."

Significance of low-carbon materials in VELUX products

Aluminium is one of several key materials VELUX Group is investigating together with its suppliers to help achieve reductions in its products and overall carbon footprint. With more than 98% of the company's carbon footprint coming from scope 3, value chain emissions, decarbonisation efforts require effective collaboration with key suppliers.

[WATCH THE VIDEO](#)

*Source: <https://international-aluminium.org/landing/aluminium-facts/>

About the VELUX Group

VELUX roof windows have been bringing daylight and fresh air into peoples' homes around the world for more than 80 years, creating better living environments. We offer a range of products including roof windows and modular skylights, decorative blinds, sun screening products, and roller shutters, as well as installation and smart home solutions. They help create bright, healthy, and energy-efficient places for people who live, work, learn, and play under the roof. We work globally – with sales and manufacturing operations in 37 countries and around 12,000 employees worldwide. The VELUX Group is owned by VKR Holding A/S, a limited company owned by the Villum Foundation and members of the Kann Rasmussen family. In 2024, the VELUX Group had a total revenue of EUR 2.96 billion while VKR Holding

had a total revenue of EUR 3.87 billion. The same year, the Villum Foundation and the VELUX FOUNDATION donated a total of EUR 169 million in charitable grants.

For more information about the VELUX Group, visit [velux.com](https://www.velux.com)

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 aluminium products and solutions and the world's largest recycler of aluminium. Our ambition is to be the leading provider of low-carbon, sustainable aluminium 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 \$17.1 billion in the fiscal year 2025. Novelis is a subsidiary of Hindalco Industries Limited, an industry leader in aluminium and copper, and the metals flagship company of the Aditya Birla Group, a multinational conglomerate based in Mumbai.

For more information about Novelis, visit [novelis.com](https://www.novelis.com)

Forward-Looking Statements

Statements made in this news release that describe Novelis' intentions, expectations, beliefs or predictions may be forward-looking statements within the meaning of securities laws. Forward-looking statements include statements preceded by, followed by, or including the words "believes," "expects," "anticipates," "plans," "estimates," "projects," "forecasts," or similar expressions. Examples of forward-looking statements in this news release include the ongoing supply of aluminium coils from Novelis to VELUX, the recycling content and the ambitious goals for CO2e reduction. Novelis cautions that, by their nature, forward-looking statements involve risk and uncertainty. Novelis does not intend and disclaims any obligation, to update any forward-looking statements, whether as a result of new information, future events or otherwise. Important risk factors which could impact outcomes are included under the caption "Risk Factors" in Novelis' Form 10-K filed with the Securities and Exchange Commission for the fiscal year ended March 31, 2025, and as the same may be updated from time to time in Novelis' quarterly reports on Form 10-Q, or in other reports which we from time to time file with the SEC.

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