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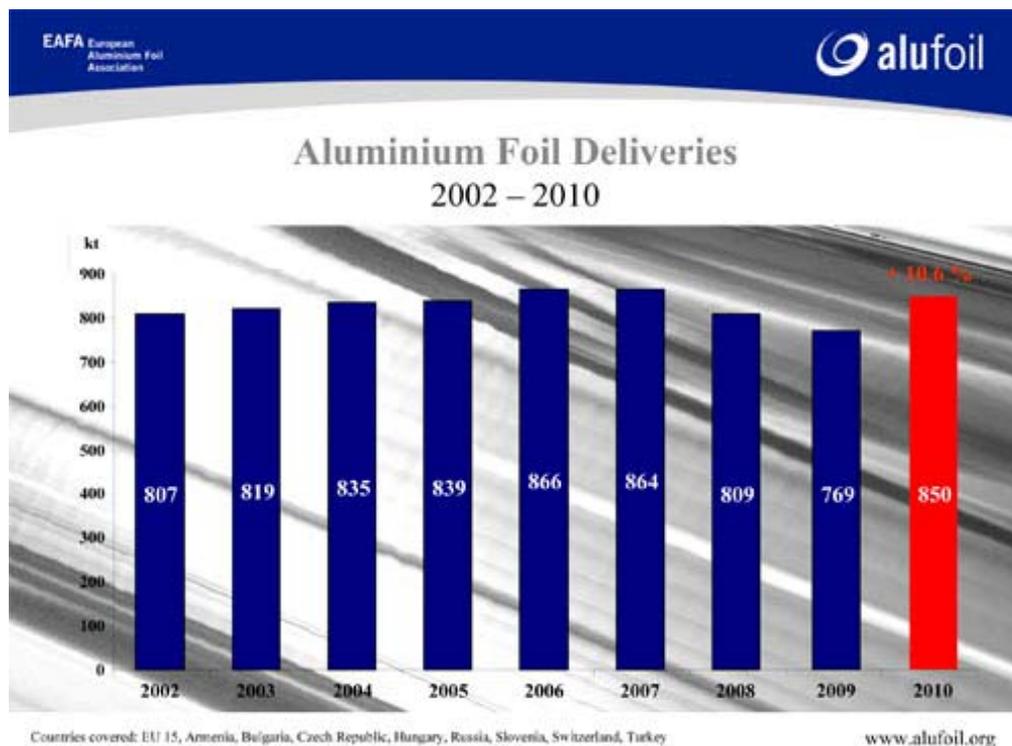
## **Rising Alufoil Production Figures Mark European Optimism for 2011**

Soaring growth to bring alufoil production within Europe to the record levels experienced in 2006 before the 2008 economic crisis took hold, is shown by the year-end figures for 2010.

Published by the European Aluminium Foil Association (EAFA), these show overall shipment growth of 10.6 per cent to 850,300 t (2009: 768,600 t), creating in confidence in the outlook for aluminium foil products. EAFA President François Coëffic said, “The figures represent a return close to the record pre-crisis levels of 2006 and, even though we live in more unpredictable economic times, confidence is returning and we as EAFA are cautiously optimistic for 2011.”



Figures for the last quarter of 2010 (207,100 t) were 3.9% up on 2009 re-enforcing the confidence expressed by the association that both user markets and consumers are more positive about the future.



The 2010 figures show that there is strong demand for both packaging and technical products. Thicker gauges, used for container applications and in automotive, building and other industrial sectors, were up 16 %, and those for thinner gauges, mainly used in flexible packaging applications and for household foil, were up 9.8 %. Exports to non-EAFA countries\* were also up by 4.1 %.

The successful positioning of aluminium foil as a sustainable and cost-effective option is believed to have had a positive effect on the upward trend. Coëffic explains, “Alufoil's role in reducing the environmental impact of food and drink products has been successfully outline in our compelling ‘More is Less’ report, which shows that alufoil’s unique properties can be used to produce ‘smart’ packaging solutions for the efficient supply of goods, product preservation and the consequent minimisation of spoilage and wastage of valuable food to contribute to major resource savings.”

Approximately three quarters of aluminium foil is used in packaging where its characteristics of barrier properties and formability have made it an essential part of many flexible packaging and container applications.

**The European Aluminium Foil Association is the international body representing companies engaged in the rolling and rewinding of alufoil and in the manufacture of alufoil containers and of all kind of flexible packaging. Its more than 100 members include companies in Western, Central and Eastern Europe. EAFAs foil roller members account for about 98 per cent of the total European foil market and represent nearly all countries in Europe, including Russia and Turkey.**

*\* EAFAs region covers Armenia, Austria, Belgium, Bulgaria, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Italy, Luxembourg, Netherlands, Norway, Russia, Slovenia, Spain, Sweden, Switzerland, Turkey and UK*

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