

Active Protection of the Environment

Alcoa repeatedly wins awards

Around the globe, more and more voices are speaking up about climate change. Manufacturers in particular are being challenged to reduce their emissions and to take environmental matters even more closely into consideration. Alcoa has been pursuing these policies for many years now. And not just as a vague position: protecting the environment and natural resources is a central tenet of our corporate philosophy. No wonder then that year after year Alcoa is seen as a trendsetter in this regard.

Between 1990 and 2003, our greenhouse gas emissions dropped by more than 25 percent. That goal was initially proposed for 2010. In a current ranking by CNBC European Business, the company is placed as no. 3 in the international top 50 pioneers in low-carbon manufacturing. This is supplemented



by an Alcoa program to plant 10 million trees around the globe by 2020. Over the course of their lives, the trees will absorb more than 250,000 tonnes of carbon dioxide.

Alcoa is a founding member of the United States Climate Action Partnership (USCAP), an association of leading companies and environmental organizations that is pushing the US government to legislate significant reductions in greenhouse gasses emissions. At the same time, innovative processes for energy creation and usage should be developed and promoted.

Alcoa Architectural Products Merxheim is also undertaking a variety of efforts to eliminate the discharge of heavy metal during production. These heavy metals are primarily components of the anti-corrosion production process. Although there is no legal obligation to do so, the company is conducting research in Merxheim together with the Alcoa Technical Center in Pittsburgh (USA) on solutions for replacing the hexavalent chrome with environmentally friendly alternatives by the end of 2007. Together with its paint suppliers, Alcoa Architectural Products Merxheim is also striving to use only lead-free paints for its future coating operations – a policy that is already being consistently applied to all new colours.



Environmental Protection as Part of the Corporate Philosophy

Alcoa is convinced that small steps are no longer enough. We all require a fundamental change if we want to continue to have a liveable planet. These are the types of positions and commitments that earned Alcoa a number of awards in 2006: Alcoa was named one of the top green companies in the world by BusinessWeek magazine and the Climate Group based on its reduction of greenhouse gasses, as well as being lauded once again during the economic summit in Davos as the company with the world's most environmentally friendly processes.

A new US\$ 8.6 mn research programme for environmental protection and sustainability only underlines Alcoa's commitment to the environment. Sustainability means much more to us than just our own efforts to protect the environment, however. Even more so, it means the ecological, social and economic integration of all our actions toward the goal of encouraging our partners, competitors and governments to accompany us on the course we have chosen.



Quality as Central Value

Process of continuous quality improvement

“Quality” has become an ever increasingly important factor in recent years when formulating decision-making criteria for product selection. After all, more and more providers are pushing their way onto the market offering price competitive products that can only achieve this effect through reduced quality in products and services.

For Reynobond[®] Architecture it's a given that the quality of our products must always be above reproach. That's why we invest so much time and resources into continuous improvement of our quality, exemplified among other ways through the Alcoa Business System (ABS). We have also been certified as meeting DIN ISO 9001 since 1993 and DIN ISO 14001 since 1999.

From management's commitment to constant evaluation of our efficiency on through extensive investment in continuing education at all corporate levels, the level of quality assurance we pursue is unusual in our industry.

The results are reflected in the Reynobond[®] Architecture products and services. Our products and systems have been successfully reviewed against almost 40 national and European standards. Partially because we know that we are put to the test every day, but also because we set a high standard for ourselves, an awareness of quality as the central component of our business never loses its significance for us.

