

MEDIA RELEASE

March 2017

GLAFRI joins Aluminium Stewardship Initiative to boost sustainable aluminium foil growth

The Global Foil Roller Initiative (GLAFRI) is pleased to announce it has become a member of the Aluminium Stewardship Initiative (ASI) to further strengthen its position as a global voice for responsible and sustainable aluminium foil market growth, worldwide. GLAFRI will join 42 other members of ASI, including several national Aluminium Associations, Foil Converters as well as Industrial Users and International Civil Society Organisations.

Oliver Hommel, president of GLAFRI confirmed the decision to join had been reached following strategic discussions at the 2016 Global Foil Roller Conference in Shanghai and its annual webinar early this year, "We are very glad to join ASI as one of the key objectives of GLAFRI is to promote sustainable growth for our sector. We are convinced that a close cooperation with ASI will encourage our members to enhance even further their responsible management programs and will contribute to positioning aluminium foil best in the sustainability debate."

Adding his comments Stefan Glimm, director general of GLAFRI said, "ASI is a customer driven initiative along the whole aluminium supply chain. It aims to achieve similar values to those GLAFRI promotes and represents through our logo: capable, responsible, sustainable. So it is a logical consequence that GLAFRI joins and promotes ASI within the membership and beyond, towards foil rollers worldwide. It could be seen as re-confirmation of the key targets of GLAFRI, which are to promote foil and sustainability," he further explained.

"There are obvious synergies between the two Initiatives. They are global – we are global. And it strengthens our commitment to serve global customers of the industry with global answers. Supporting responsible sourcing and supply chains should help to position foil stronger and better compared to competing materials. This can improve the competitiveness of the aluminium foil industry as well as boosting consumption worldwide," concluded Mr Hommel.

Further information:

Stefan Glimm, Director General

The Global Aluminium Foil Roller Initiative (GLAFRI) is the global association coordinating actions on sustainability in order to support foil market growth and promote innovative development. GLAFRI members are foil rollers and suppliers and represent about 50% of the global foil production.