

PRESS RELEASE - ALUMINIUM 2012 TRADE FAIR (DÜSSELDORF)

**NEW WEBSITE TO CELEBRATE
 40 YEARS OF DEVELOPMENT IN ANODISED ALUMINIUM**

**NEW SHOWCASE, REFLECTING THE QUALITY OF THE PRODUCTS
 AND SERVICES AND THE COIL BRAND'S INTERNATIONAL EXPANSION**

Brussels, October 9th, 2012 (7 am) - COIL, the world leader for aluminium anodising, is presenting its new web identity and showcasing its global offering in line with its development strategy. An opportunity to celebrate 40 years of leadership in anodised aluminium, while supporting a new international expansion phase.

Launched at the same time as the 2012 Aluminium trade fair in Düsseldorf, the www.coil.be site has been given a new look and is now the COIL brand's international ambassador. The website highlights the extensive range of quality solutions offered, from continuous anodising services, technical and functional products to cutting-edge solutions. It is now the showcase for COIL's major achievements in terms of building up wider and deeper product ranges.



Its resolutely modern design reveals a user-friendly architecture, making it easier for visitors to navigate within COIL's world. The site, currently available in English, will be rolled out shortly in several languages - Flemish, French and German - to satisfy an international client base.

“This new website reflects various major developments within the company over the past few years”, explains Tim Hutton, COIL's CEO. “The first 40 years of COIL's history have been marked by an entrepreneurial adventure bringing added value to an outstanding metal, aluminium. After all these years, the best is still to come with major developments for the export business and the growing conquest of new regional markets, particularly in Asia”.



COIL is the world's largest architectural and industrial anodiser.

Anodising is an electrochemical process - electrolysis - that develops a natural and protective exterior layer on aluminium that can be coloured, providing exceptional corrosion protection and/or increased functionality for the metal.

Anodising preserves all the natural and ecological properties of aluminium - it retains its high strength-to-weight ratio, non-magnetic properties and exceptional corrosion resistance without any impact on the total and repeated recyclability of the metal.

Anodised aluminium is used across a wide range of architectural, designer, industrial and automotive applications.

COIL

Tim Hutton

Chief Executive Officer

tim.hutton@coil.be

Tel: +32 (0)11 88 01 88

CALYPTUS

Cyril Combe

cyril.combe@calyptus.net

Tel: +33 (0)1 53 65 68 68

NYSE Alternext

ISIN: BE0160342011 - ALCOI

Reuters: ALCOI.PA

Bloomberg: ALCOI:FP

<http://investors.coil.be>