

One click for copper in Europe: copperalliance.eu

The European Copper Institute launches a new website to serve all copper users

Brussels, September 10th, 2013: The European Copper Institute (ECI) launches a new, comprehensive web platform to address multiple stakeholders including copper users, professionals, journalists, students and policy makers. The platform contains the latest information on the uses of copper and its alloys, along with the benefits provided in the main areas of application. It also showcases the efforts of the European copper industry to strengthen the sustainability of its operations and products.

ECI represents the copper industry in Europe and is also part of an international network of industry associations, funded by the copper industry, whose common mission is to defend and grow markets for copper, based on its superior technical performance and contribution to a higher quality of life. This network is unified by a common brand and visual identity - the Copper Alliance™.

Across Europe, ECI works with a network of ten national associations, some of which have over 80 years' experience in promoting and providing technical advice on the many uses of copper. *"Available in ten different language chapters, the new website will broaden the visibility and strengthen the consistency of copper's messages to audiences across Europe. Our aim is to provide relevant information, in a transparent and commercially-neutral way, that will help our target audiences make informed decisions,"* says John Schonenberger, ECI's Chief Executive.

Copper users will better understand the important role of the red metal to our health and well-being, in our homes, as well as in our businesses and industries.

Professionals will find the technical information they need and gain easy access to our various outreach campaigns.

Policy makers and regulators can access the industry's position papers along with the scientific information needed to help them understand the role copper can play to help achieve EU and national objectives.

Students will find exciting facts about copper's properties and uses and learn more about an industry that provides so many different direct and indirect jobs.

Journalists will quickly obtain facts and news about the copper industry and its key markets, as well as benefit from an impressive image library.

While the new website will contain regular updates on products and markets, we encourage our users to interact with us. Provide direct feedback, download our publications, discover a wide Frequently Asked Question database, register to receive our newsletters, share information you find useful and, finally, join the conversation on our social media channels.

You are one click away from anything you would like to know about copper. Start exploring it now-
copperalliance.eu

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