

# Choose Aluminum

Member Digital Toolkit



Choose  
Aluminum

# Campaign Videos

- The [Aluminum Association YouTube Channel](#) houses five Choose Aluminum campaign videos linked below:
  - [Choose Aluminum](#)
  - [Choose Aluminum For Infinite Recycling](#)
  - [Choose Aluminum For Sustainable Buildings](#)
  - [Choose Aluminum For The Can Advantage](#)
  - [Choose Aluminum For Modern Mobility](#)
- Shorter versions of the videos (7, 15 and 30 seconds) can be found and downloaded [HERE](#).



# Social Media Messages - Twitter

- Lightweight, stackable and strong, aluminum cans are also 100% recyclable. Watch to learn more about the most sustainable beverage container: <https://bit.ly/31jy9E8> #ChooseAluminum
- Aluminum offers the fastest, safest and greenest way to enhance vehicle performance. Watch to learn about aluminum's role in building the vehicles of the future: <https://bit.ly/2ZE2Zae> #ChooseAluminum
- Lightweight, infinitely recyclable, rustproof and durable, aluminum is the construction material for a sustainable future. Watch to learn more: <https://bit.ly/3I8mUiP> #ChooseAluminum
- High value and infinitely recyclable, aluminum is tailor-made for a more circular and #sustainable economy. Watch to learn more: <https://bit.ly/3EpjpmD> #ChooseAluminum
- The aluminum industry supports nearly 660,000 American workers. Watch to learn more about aluminum's economic impact on your community: <https://bit.ly/3EpjpmD> #ChooseAluminum
- Aluminum is the sustainable material of choice to achieve a low carbon future. Watch to learn more: <https://bit.ly/3EpjpmD> #ChooseAluminum
- The aluminum industry is making continuous improvements in all aspects of material production. Watch to learn more about why American companies: <https://bit.ly/3EpjpmD> #ChooseAluminum

# Social Media Messages - LinkedIn

- In addition to being lightweight, stackable and strong, aluminum cans are also 100% recyclable. That's why they are the most sustainable beverage container on the market, and why more and more companies are choosing aluminum. <https://bit.ly/31jy9E8> #ChooseAluminum #AluminumCans #packaging #sustainability #recycling
- Aluminum offers the fastest, safest and greenest way to enhance vehicle performance. These advantages are meaningful and real, which is why aluminum is the fastest growing material used in cars and trucks. Aluminum use is projected to rise 12% to reach average content levels of 514 pounds per vehicle by 2026. <https://bit.ly/2ZE2Zae> #ChooseAluminum #DriveAluminum #sustainability #automotive
- Not only is aluminum infinitely recyclable, but also its closed-loop nature means the material can be made into the same product over and over again – saving energy and natural resources. <https://bit.ly/3pbIRoN> #ChooseAluminum #recycling #aluminum
- Thanks to voluntary efforts by the aluminum industry and technology improvements, the carbon footprint of primary aluminum production has declined by 49% and the footprint of recycled aluminum production has dropped by 60% since the 1990s. <https://bit.ly/3EpjpmD> #ChooseAluminum #sustainability #manufacturing
- Because aluminum is naturally corrosion resistant, you can take material from a building that's been up for 75 years, melt it into extrusion ingot, and it's ready to be used again with no loss of properties. <https://bit.ly/3I8mUiP> #ChooseAluminum #Building #Construction #sustainability #AluminumExtrusion

# Sharable Graphics

- Graphics and GIFs to be shared to Twitter and LinkedIn can be found [HERE](#)





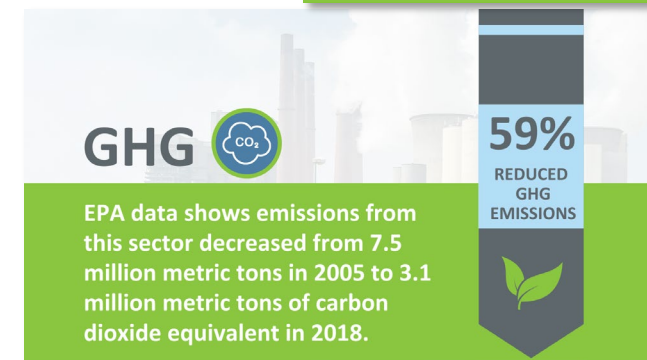
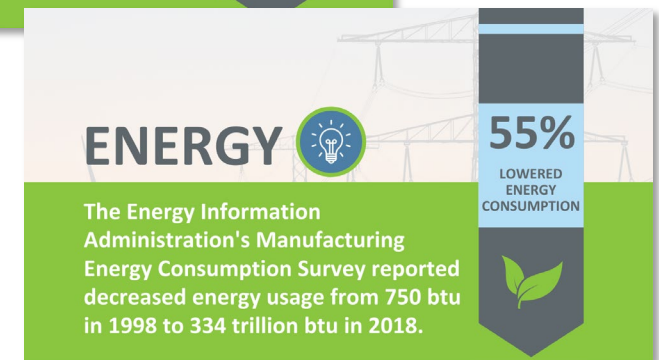
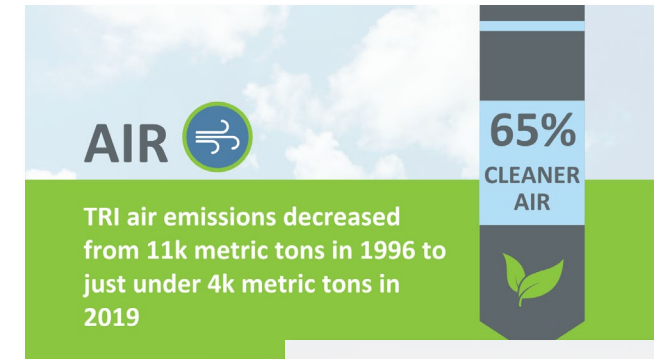
# Additional Background for Social Media Posts



Choose  
**Aluminum**

# Aluminum's Environmental Impact

- This aluminum industry [sector snapshot](#) report detailed the positive environmental impact trendlines for the U.S. aluminum industry on virtually every measure over the past 25 years.
- The environmental impact of producing primary (new) aluminum has significantly decreased over the last 30 years.
- In that time, the industry has achieved significant decreases in PFC emissions, energy consumption and overall carbon footprint.
- Thanks to voluntary efforts by our industry and technology improvements, the carbon footprint of primary aluminum production declined by 49 percent while the footprint of recycled aluminum production dropped by 60 percent since the 1990s.



# Infinitely Recyclable

- Aluminum is unique in its ability to be recycled over and over again without losing its properties. That's a big reason why nearly 75 percent of aluminum ever produced is still in use today.
- The closed-loop nature of aluminum makes it one of the only materials in the consumer and industrial waste stream that more than pays for its own recycling.
- Choosing aluminum also helps companies meet corporate sustainability goals.

## POWERING WITH RECYCLING



Improved recycling infrastructure could help us recover enough new aluminum to power more than 4 million homes for a year.



Recycling a 12-pack worth of aluminum cans will save enough energy to power a typical passenger car for more than 3 miles.

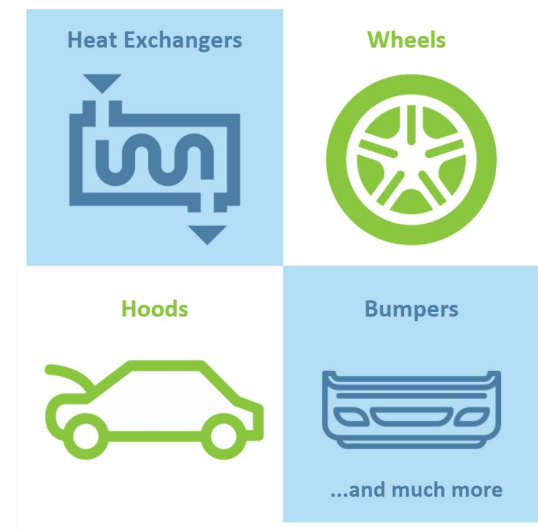


The aluminum recycling rate in most industrial markets – like transportation or building & construction – exceeds 90 percent.



# Smart Vehicle Design

- Aluminum is the perfect material for designing the vehicles of the future.
- Aluminum is strong enough to be trusted by the U.S. military in the Humvee and Bradley Fighting Vehicle and offers the lowest carbon footprint among competing materials.
- Aluminum vehicles accelerate faster, brake in shorter distances and handle better and can offer cost savings to the manufacturer.
- These advantages are meaningful and real, which is why aluminum is the fastest-growing material used in cars and trucks and is projected to rise 12 percent to reach average content levels of 514 pounds per vehicle by 2026.

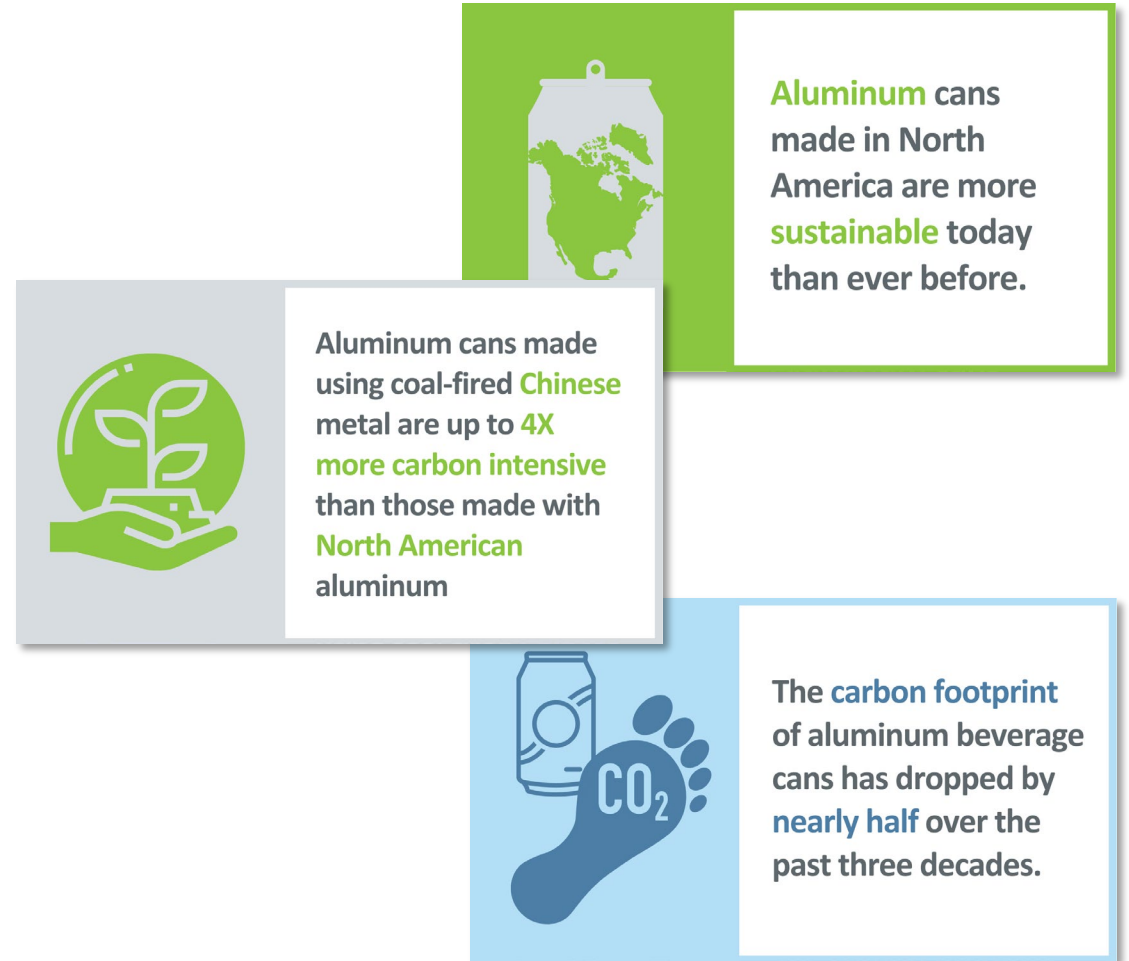


**PREFERRED  
FOR EVs**

**Corrosion-resistant aluminum is a preferred material for EV charging stations.**

# The Perfect Beverage Container

- Aluminum cans are the best beverage container - boasting the highest recycling rate against competing materials.
- They're lightweight, easily stacked and can be recycled over and over again in a true "closed loop" recycling process.
- Cans protect against oxygen, light, moisture, don't rust and are tamper-evident.
- And the carbon footprint of the average aluminum can has dropped more than 40 percent since 1991.



# Sustainable Construction Materials

- Aluminum is one of the most energy efficient and sustainable construction materials.
- Because aluminum is naturally corrosion resistant, you can take material from a building that's been up for 75 years, melt it into extrusion ingot, and it's ready to be used again with no loss of properties.
- Aluminum structures can weigh substantially less than steel while providing comparable strength.
- Choosing aluminum materials help building projects qualify for green building status under the Leadership in Energy and Environmental Design (LEED) standards by providing insulation and allowing daylight and fresh air.

## GREENER BUILDINGS



Aluminum-intensive buildings have won awards for Platinum, Gold and Best-in State LEED certification.

## LIGHTWEIGHT SUPPORT



Durable and lightweight aluminum frames support our nation's solar panels.

# Join the Conversation



 @ChooseAluminum

 [ChooseAluminum.org](http://ChooseAluminum.org)