



# Norsk Hydro

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## 1. The Hydro Way

### Mission:

- The aim that Hydro Company has set itself is to gain new resources, develop new products and be part of a viable society.

### Talent:

- We are excited about social economy
- We pursue to be always the best
- We are always in search for economical solutions to assist our customers

### Values:

- Important values in our company are bravery, respect, teamwork, resolution and vision.

## 2. Aluminum in daily Life

- Third common element in the world
- The best qualities of aluminum are:



STRONG  
AND LIGHT



EASY TO  
FORM



PERFECT FOR  
FOOD PACKAGING



GREAT  
REFLECTOR



FIREPROOF



EASY TO  
RECYCLE



LONG LIFE –  
LITTLE MAINTENANCE



SUPERCONDUCTOR FOR  
HEAT AND ELECTRICITY

### 3. Extraction

- Bauxite is mined around the equator
- After grinding the alumina gets extracted from the bauxite
- After drying the alumina get transformed into aluminum

### 4. Recycling

Reasons for recycling are:

- It can be endlessly recycled without losing of quality
- Only 5% of the necessary energy to produce aluminum are needed to recycle it
- Saves energy and reduces the CO<sub>2</sub> emission

In Norway 200 million tea lights are burned every year, 140 million of those are thrown away. To operate against these waste, Norsk Hydro started a campaign to save the tea lights and recycle them.

### 5. Products of Norsk Hydro

Norsk Hydro is producing many kinds of made-to-measure products.

- Roll-out for lighter cars
- Brilliant surface for excellent printing
- Strip and sheet for renewable energy

### Conclusion: The Substance of the future

As a result of the outstanding characteristics, the commonness of earth's surface and the fact that it can be endless recycled turn the aluminum to one of the most important material of the future.<sup>1</sup>

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<sup>1</sup> Vgl. Norsk Hydro (2014) Zugriff am 23.12.2014 unter:  
<http://www.hydro.com/en/>