

LINK Powder Coating Embraces a Sustainable Future with Capral's LocAl Green Aluminium

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FOR IMMEDIATE RELEASE

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LINK Powder Coating has taken a significant step towards sustainability by opting for Capral's LocAl® Green lower-carbon aluminium. This strategic move highlights Link Powder Coating's commitment to environmental responsibility.

Capral's LocAl® Green aluminium is a primary aluminium produced using alternative energy sources, resulting in a lower embodied carbon. ***"At eight kilograms of carbon emissions per kilogram of aluminium, the LocAl Green offer has significantly lower carbon emissions than the current global average for primary aluminium. It gives Australian manufacturers an important opportunity to make more responsible procurement decisions when they source extruded aluminium"*** Comments Luke Hawkins Divisional GM Industrial and Supply Chain

By choosing this lower-carbon alternative, LINK Powder Coating minimises its environmental footprint and aligns with the growing global emphasis on sustainable manufacturing practices. LINK Powder Coating has always been at the forefront of innovation and quality in the powder coating sector. The decision to switch to Capral's LocAl® Green Aluminium is a testament to their dedication to sustainability.

In a recent statement, Pankaj Varsani, the Managing Director of LINK Powder Coating, emphasised the importance of this initiative:

"Sustainability is no longer an option; it is a necessity. By switching to Capral's LocAl® Green aluminium, we are taking a bold step towards reducing our environmental impact. This move reflects our commitment to responsible business practices and our determination to lead by example in the powder coating industry."

Capral Aluminium, a leading provider of aluminium products in Australia, has strongly advocated sustainability. Their LocAl® Green aluminium, introduced in 2022, is the result of a shift in the business's procurement strategy, with a focus on sustainability and responsible sourcing. It aims to offer a more sustainable option without compromising on quality or performance.

Mark Murray, Capral's NSW Industrial Sales Manager, expressed his enthusiasm for the partnership with LINK Powder Coating:

"We are thrilled to see LINK Powder Coating adopting our LocAl® Green aluminium. This collaboration underscores the potential for industry leaders to drive positive change. By choosing lower-carbon aluminium, companies like Link Powdercoating are significantly contributing to reducing global carbon emissions and promoting a more sustainable future."

Customers are increasingly aware of the environmental impact of the products they use. They are more likely to support companies that prioritise sustainability. By integrating LocAl® Green



aluminium into its operations, LINK Powder Coating is meeting the growing demand for environmentally responsible products and services.

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<https://www.dropbox.com/scl/fo/gef4q8oncrq5rxccyk635/AIJ09jloxvb1nK8buXcdHOs?rlkey=wl5s65c9obgdzf2moov0wbsa2&dl=0>

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