

# Global actor buys local electricity

## Ennepetal-based company to get green electricity from AVU

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Based in Ennepetal, ALANOD GmbH & Co. KG is a global market leader in anodised and coated aluminium produced in a coil-to-coil process. From 1 July 2011, the company has been buying green electricity exclusively from AVU. Located in the industrial area of Oelkinghausen, ALANOD is one of the biggest industrial customers of AVU here in the region.

“Focused primarily on applications for the lighting industry, our products today are also found in the computer, automobile and solar industry and in decorative products, and are used for daylight deflection purposes. ALANOD’s products help our customers make a positive ecological contribution, so it goes without saying that our products are manufactured using green electricity,” Ingo Beyer, CEO of ALANOD, explains. “And we are delighted that we can further build on a cooperation based on trust with ALANOD,” adds Dieter ten Eikelder, Commercial Director at AVU.

The green electricity for ALANOD comes from hydroelectric power plants in Austria. The generation and supply of electricity by AVU are certified by the German Technical Inspection Agency TÜV Nord – similar to the green electricity offers of the energy supplier for private customers. Purchasing green electricity on the whole involves an additional investment of EUR 60,000 per year for the Ennepetal-based company.

Ingo Beyer from ALANOD is convinced of the ecological and economic merit of this move: “We want to strengthen our top position in the global market. Our customers more and more often have ecological demands.”

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And of course the company identifies with its location in Ennepetal and the local economy. Part of the power consumption has aided the GrünStrom (Green Electricity) support scheme of AVU almost for the past five years, helping fund plants which use renewable energy in the region to produce electricity.

Both companies also place great emphasis on their commitment to the region – their cooperation contributes to consolidating the circular flow of regional economic activity, Beyer and ten Eikelder underlined at a press talk held in Gevelsberg today.

AVU has registered an increase in the demand for green electricity for quite some time now. More than 40 business customers support renewable energies in the region by using GrünStrom. Incidentally, talks between ALANOD and AVU on the current changes have been ongoing since early in the year before contract negotiations got overtaken by the events in Japan and the consequences on Germany's energy policy.



Dieter ten Eikelder, Commercial Director of AVU (left)

Ingo Beyer, CEO | Managing Director of ALANOD GmbH & Co. KG

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