

New head office and plant open on July 2

Since the completion ceremony was splendidly held on March 24, we had steadily installed various affiliated facilities and fixtures. And at the same time the test runs of furnaces and casting systems were repeated cautiously.

During April and March at our new plant, the aluminum scrap was piled by degrees and the normal operation started on June 11. In the meanwhile, the production at old Yorizumi plant completely ended on June 19, that was our memorable day, the last day of a half century's history for our Yorizumi plant.

Up until the end of June, all sections removed to new Nakabata site, and on July 2, every activity opened normally and favorably. Every staff was excited by realizing new age on the very day.

For past long time, both all transporters and ourselves have been bothered by the traffic regulation caused by confined road, however hereafter we are quite free from any traffic regulation.

Taking this opportunity, we hope to support various aluminum consumers more and more through the supply of excellent quality products and its better shipping. (The photo on page one is our new head office and plant began operations.)

Our summer holidays

We are pleased to notify our summer holidays as follows.

12 Sunday ~ 19 Sunday August

Does aluminum alloy output in 2012 reach 1 million ton?

The Japan Aluminum Alloy Refiners Association recently revealed the production of aluminum alloy in the first half of 2012. According to the report, the total output was 397,736 ton.

The consumption during six months showed favorable supported by a high auto production activity, and today, the optimists say the yearly production would reach one million ton with the excellent level of automobile production.

However, prudential people predict the yearly production will be 0.9 million ton or lower affected by both the uneasy financial situation in Europe and the gray economy in developing countries.

The table on page two shows the yearly production of aluminum alloy from 2007.

The 49th Asuka Seminar is held on October 12 and 13

It was recently announced that the 49th Asuka Seminar is going to be held on October 12 and 13 at the Kira Kanko Hotel in Mikawa Bay National Park, where all users and traders of Asuka products are invited.

In the afternoon of the first day, an informative seminar will be held, and in the evening, a grand party in traditional Japanese fashion will be held to interchange business views each other among all attendants.

The second day, for golf devotees a golf competition is arranged at the Kira Country Club in the morning.

Since it has been one of the most generous and traditional events of Asuka, the various arrangements are going powerfully.

The photo on page two is the Kira Kanko Hotel in Mikawa Bay National Park.

UBC recycling rate shows 92.5% in FY 2011

The Aluminum Can Recycling Association (Chairman, Mr. Takao Fujiwara, President of Showa Aluminum Can Limited) revealed some results on used aluminum beverage can recycling in fiscal 2011, started in April 2011 and ended in March 2012. According to the announcement,

- (1) Collection of used aluminum beverage can
275,715 ton (17.31 billion can)
- (2) Consumption of aluminum beverage can
298,224 ton (18.81 billion can)
- (3) Recycling rate
collected weight / consumed weight = 92.5%
- (4) Can to can rate
consumption for sheet / collected weight = 64.5%

The comparison with a year earlier is as follows

Collected weight	+ 1.1%
Consumed weight	+ 1.3%
Recycling rate	
0.1%	
Can to can rate	
5.6%	

The association points that the plunged can to can rate means some lots of used beverage can were consumed for cast and diecast alloy but for can. In the meanwhile, a 2,422 ton of used beverage aluminum can was exported to South Korea in fiscal 2011, and the recycling rate increases to 93.2% if the exported one was recycled in South Korea.

Nishio Police Station campaigns safety driving with girls

On July 13, the Nishio Police Station campaigned "Safety driving" and "Stop drank driving" with some young girls wearing summer kimono, yukata, at a shopping mall, Feel, in Nishio City.

Miss Misa Setoyama, accountant section, participated this campaign, and called out the slogans against many shopping pedestrians with pretty smile.. The center on the photo on page three is Miss Misa Setoyama

Company news

Just a few words to ask every overseas reader how you are faring in the swelling summer heat.

New plant is on the Yahagi River, which is very famous for clear stream. The natural surrounding is excellent. A lot of green and breeze make us always comfortable and happy.

Will you come and eyewitness our perfect natural circumstances?