



ECI LAUNCHES COPPER AND EURO CAMPAIGN

“Born Out of Copper” advertising debuts October 1

2 October, 2001 Brussels, Belgium – Unveiled in airports and train stations across Europe, the European Copper Institute (ECI) has launched an advertising campaign that highlights the use of copper in the new euro coins. Under the slogan “Born Out of Copper”, the campaign emphasises the various properties of copper that led to its use in the new currency.

“Copper is considered one of the most anti-bacterial of all metals, which makes it the perfect choice for fabrication of the new euro coins,” said John Schonenberger, Chief Executive of ECI, in announcing the campaign. “We want Europeans to understand what an important role copper plays in their lives. And what is more a part of your everyday life than the change in your pocket?”

The advertising campaign is part of an overall awareness programme that ECI is leading that will include media awareness trips to copper fabrication facilities and mints where the euro coins are being produced. The recyclability of copper is another of its features that make it appropriate for use in the new coins. With more than 80% of all copper still in circulation globally, copper is one metal that can help Europe achieve its various goals around sustainable development. Copper’s superior electrical conductivity will facilitate the recognition of the various coins in vending machines thus minimising the risk of fraud.

The campaign posters will debut in train stations and airports across Europe, rotating every three months for the next nine months. Each set of images will highlight a different aspect of copper as it relates to its use for euro coins. The euro will become the official currency in twelve countries in Europe beginning January 1, 2002.

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For more information about copper’s benefits, visit the website: www.eurocopper.org or call Christian de Barrin, Communications Manager, European Copper Institute, at +32 2 777 70 82