

Demand of aluminum beverage can in 2014

The Aluminum Can Recycling Association (Chairman, Mr. Keiichi Usui) revealed the estimated demand of aluminum beverage can in calendar year 2013 and 2014 on February 14.

According to the announcement, the demand in 2013 increased 2 per cent from a year earlier to 19.45 billion can, which went up by 0.48 billion can from the prediction. The increase was brought by the conversion from steel coffee can, and also by the brisk consumption of beer and other beverages during the hottest summer.

The association presumes that the total demand in 2014 will rise 1 per cent from the previous year to 19.64 billion can. However beer breweries have gloomy prospects, the aging society and the diminishing drinkers, as same situation as the previous year. Consequently, the association estimates the major demand, beer can, will decline 1 per cent from the previous year, but instead, the demand of nonalcoholic can will increase 6 per cent year on year.

The demand of aluminum beverage can in Japan has swelled since 2010 as follows (unit: billion can).

2007	18.52	2008	18.43	2009	18.24
2010	18.56	2011	18.80	2012	19.13

Notes for the table on page one.

- A. beer, other alcoholic, nonalcoholic, totaled except beer, totaled domestic supply, bottle type(inside figure)
- B. empty imported
- C. canned imported
- D. canned exported
- E. totaled domestic demand

(unit: 0.1 billion can, bracketed is per cent compared with the previous year.)

Car producers estimate prudent domestic demand in 2014

The Japan Automobile Manufacturers Association disclosed recently the domestic automobile demand in calendar year 2013 and 2014. According to this announcement, the demand in the first half of 2013 dwindled by the reaction of subsidy policy, but in the latter half, the demand recovered by the improved economy, the model change effects and the urgent orders against consumption tax increase. Ultimately, the demand in 2013 as a whole reached 5.376 million unit as the same level as the previous year.

The association predicts that the demand in 2014 will decline, and also points that the world economy will recover gradually and car export is hopeful, but the reaction of consumption tax increase will be a great hard wind. After all, the association presumes the domestic demand in 2014 will decline 9.8 per cent to 4.85 million unit.

The table on page two is the domestic demand included imported cars.

Notes: (1) sedan (2) sedan minicar (3) sedan total (4) truck (5) truck small (6) truck minicar (7) truck total (8) bus (9) grand total (12) motor bike total

## Patent (Judging method for purifying molten aluminum) registered

Takashi Amano, President

The first target at our new plant was the reduction of carbon dioxide's exhaustion, and we could 35 per cent of its reduction as we reported on No. 627 Asuka Aluminium News.

The second target is how to produce clearer ingot, and we have made efforts to sort every materials severely, to melt at the most moderate temperature, to purify molten aluminum with the best fluxes and to cast carefully with our highest "Politeness".

Fortunately as a result of our study, we obtained a patent, with which we can show you our "Politeness" concretely. The title of invention is "Judging method and device for molten aluminum's purifying with cooling curve sheet".

There are various methods to check the purifying of molten metal, but every method has some hard problems practically. We have studied to solve these hard problems along with Echo System Corp., and made up this new process and device, by which we can judge purifying level within a short time easily.

We have a lot of confidence that every customer realizes the superior quality of our products. Today and in the future, all staff at Asuka would like to make efforts to produce and ship better products with "Politeness".

(The photo on page three shows the certificate of patent.)

## Shell gathering season comes at Mikawa Bay

March is the best season to gather sea shells at Mikawa Bay, and specially some spots of seashore in Nishio City are noted for excellent short-neck clam.

The photo on page four is the enjoying people gathering sea shells in low tide water at Kira Waikiki Beach. Nowadays, the time of tide and weather cause traffic jam. Please take precautions.

## The Japan of today

### Government debt hits new record

Japan's central government debt swelled to a record high ¥1,017.9 trillion as of the end of 2013, the Ministry of Finance preliminarily reported on February 10. The amount, which includes government bonds, borrowings and financial bills, totals ¥800 million in debt for every man, woman and child in Japan.

The total government bonds outstanding exceeded ¥1,000 trillion in the end of June 2013, and then, the expansion is just as it was.

The Ministry of Finance predicts the debt will reach ¥1,143 trillion in the end of March 2014, the end of fiscal year 2013. Sensible people worry about this situation very seriously.

### Peach fete: girl's doll festival

One of the joyful events in early spring is Hanamatsuri, or Doll's Festival, observed on March 3rd. Girls display dolls clad in ancient costume in row on a stand in their homes. The people enjoy special cakes and dishes at home.

The arrangement is done several days before March 3rd. This is a festival for girls, and boys have to wait until Tango-no-sekku on May 5th., which is a National Holiday, Children's Day.