

## FOR IMMEDIATE RELEASE



April 24, 2014 is Corrosion Awareness Day. Studies conducted in China, Japan, USA, UK, and Venezuela show that the annual cost of corrosion worldwide exceeds €300 (US\$415) for every man, woman and child. Corrosion is the natural deterioration of materials such as metals, wood and plastics to their natural states. For example, corrosion of iron and steel results in rust. Plastics and wood decompose and lose their strength.

Corrosion is a major cause of bridge collapses, pipeline ruptures, and crumbling piers and roadways. In New Jersey a major elevated highway, the Pulaski Skyway, will be closed for two years due to severe damage from corrosion.

In most of the world, corrosion is treated as a maintenance issue, with repairs or replacements done only after severe damage has already been done. In fact, corrosion prevention is a means to reduce long-term costs by preserving assets, including bridges, pipelines, industrial facilities commercial buildings and private homes. The annual cost of corrosion could be reduced by 30% or more by application of existing corrosion control technologies.

Corrosion Awareness Day increases the awareness of the public, corporate management and governmental organizations to the opportunity to substantially reduce the cost of corrosion, while improving public safety.

The World Corrosion Organization is an NGO affiliated with the United Nations Department of Public Information. Its members are 28 national and regional not-for-profit organizations on five continents which focus on corrosion research and control. Our member organizations represent more than 50,000 professionals worldwide.