

# A guide to writing non-commercial abstracts, papers & presentations for the Australasian Aluminium Extrusion Conference

Organising Committee<sup>a</sup>

<sup>a</sup>technical@aaec.com.au

**Abstract.** Authors should note that commercial papers will not be accepted. Please refer to these guidelines for abstracts, technical papers and presentations.

## Overview

Papers are written and presentations made at the Australasian Aluminium Extrusion Conference (AAEC) to educate and inform the participants on new developments, case studies etc. but will also promote the capabilities of companies and individuals presenting. There is a danger that in emphasising promotional aspects that a paper and/or presentation can descend into a “sales pitch” and simply become an advertisement. This type of presentation, given within the conference technical program, is counter-productive with many in the audience becoming unreceptive. Suppliers are encouraged to use the lunch break to make direct sales pitches. Papers will be rejected if they are deemed to be overtly commercial and/or simply advertisements.

A paper on a new product or technology for example, is acceptable for the technical program but it needs to be presented in balanced way. The reputation of the conference is based on delivering value to the participants and depends on technical papers and presentations being of high quality and without bias. What makes a paper acceptable is often a matter of style and balance. Here is a guide to writing acceptable papers and delivering good presentations.

## Do

- Place the product or technology in context by mentioning alternatives
- Reference previous papers on the subject which add appropriate context or support the arguments made
- Present the problem clearly in terms of economic or other issues
- Discuss both advantages and disadvantages
- Use a generic description of the product
- Discuss the scientific basis of how the technology works
- Present test results impartially
- Make quantified statements
- Use numbers and data to support arguments
- Describe physical layouts where relevant

## Don't

- Have company logos on every slide; only the title and end slides.
- Don't put the company name in the title of the paper (the authors affiliation is shown)
- Don't repeatedly refer to technology as company X's technology
- Don't repeatedly refer to the company name or product trade name throughout the paper or presentation
- Put in company descriptions or company histories
- Make blanket unsupported statements about the performance of a new product or technology
- Make emotional or irrelevant descriptions or statements
- Avoid adjectives which add no objective content or “flowery” descriptions
- Make qualitative statements
- Avoid unnecessary or irrelevant product descriptions or details
- Avoid gratuitous product pictures unless they support some point being made

## **Abstract Examples**

**Unacceptable.** Aluminium extrusion producers struggle to reduce costs and meet ever increasing quality requirements of demand customers. Pognoss Industries has faced the challenge of developing new and improved processing technology for the aluminium extrusion industry. Pognoss Industries is a leading manufacturer of extrusion equipment and has installed over 90 plants around the world. This extraordinary success stems from a number of clear advantages pioneered by Pognoss Industries. Now a new technology launched by Pognoss Industries offers the industry profound opportunities in cost reduction and extraordinary performance. The Pognoss Industries Heatex™ billet heater substantially reduces gas consumption and achieves more efficient billet preheat than any other billet heater on the market. The new patented Heatex™ improved burner design from Pognoss Industries lasts longer and performs fantastically. Pognoss Industries took an active role in developing a rigorous test regime. Tests at Brunswick Aluminium showed average billet preheat time with Heatex™ to be lower than the previously used billet preheater. The Heatex™ burners consumed half the gas as the old burners slashing preheat cost per tonne. The Pognoss Industries' billet preheating technology represents an unsurpassed opportunity for extrusion managers to reduce costs and improve quality.

**Good.** A new gas burner design has been developed for billet preheating. Preheating efficiency, temperature uniformity and gas consumption of the Heatex™ billet preheater compare favourably with other gas burner designs. Most billet preheaters primarily use radiation heat transfer from the preheated gas to the aluminium billet. Using the principles of heat transfer via both radiation and convection to the aluminium billet, the gas burner has been redesigned. Firstly, sensors are used to optimise the air/fuel ratio of the burner with continuous feedback resulting in measured efficiencies of 85-90% compared to 50-55% for traditional burners. In addition, a unique design layout of the burners has been used to induce convection within the preheater to further enhance the heat transfer. Modelling of gas flow and heat transfer compare well with the results obtained through plant testing at Brunswick Aluminium. The billet preheating times, temperature uniformity, burner efficiency and gas consumption results will be presented.