

A scanning electron micrograph (SEM) showing a dense cluster of spherical bacteria. The bacteria have a textured, bumpy surface and are arranged in various orientations, some overlapping. The colors range from light green to yellowish-brown, suggesting different stages or types of bacteria. The background is dark, making the bacteria stand out.

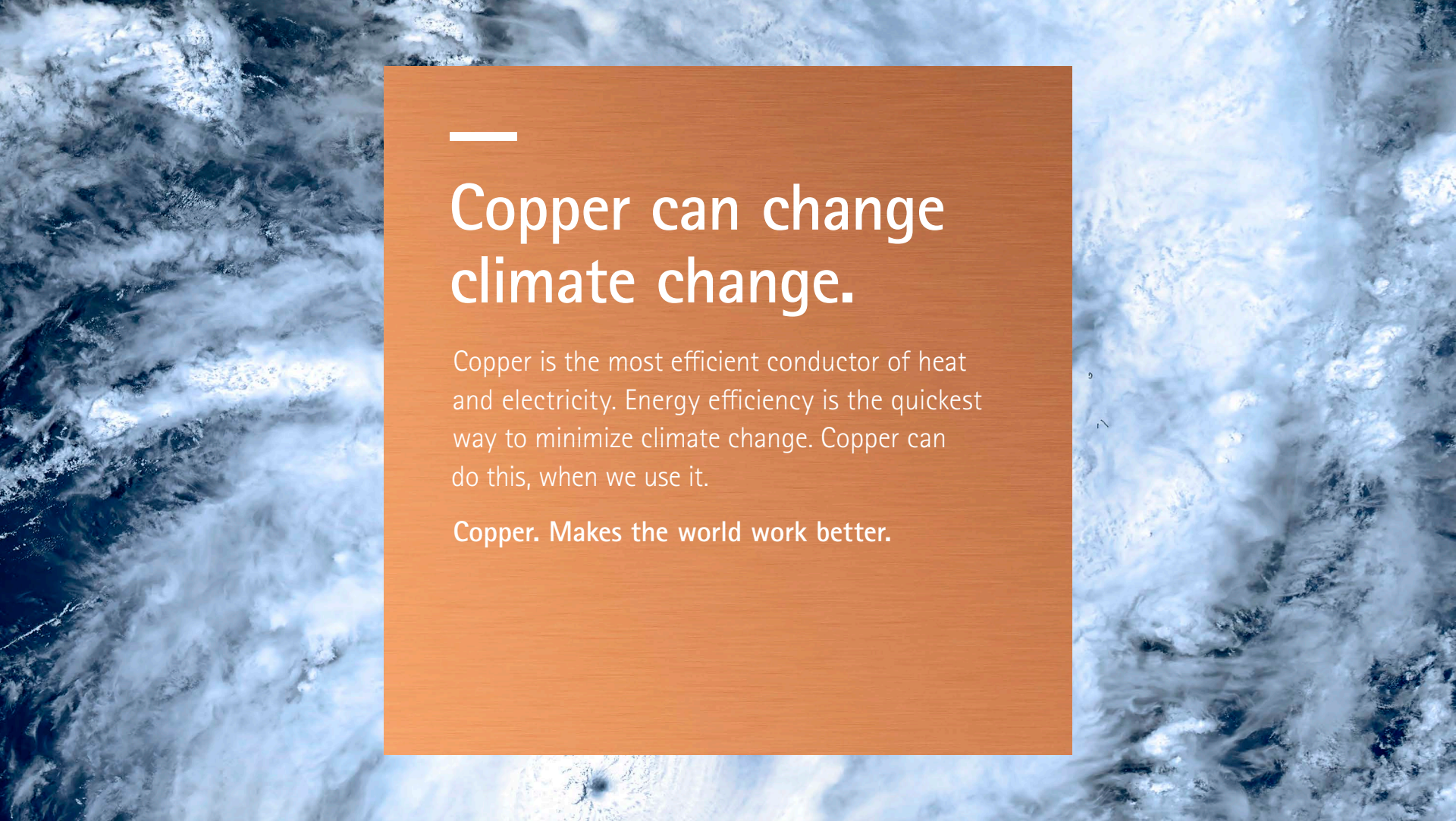
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# Copper can save lives.

Antimicrobial copper in hospitals reduces bacteria by 99.9%\*, causing infection rates to plummet. Copper can do this, when we use it.

**Copper. Makes the world work better.**


\*Laboratory testing shows that antimicrobial copper, when cleaned regularly, kills greater than 99.9% of bacteria within two hours of exposure.

An aerial photograph of a vast, snow-covered mountain range, likely the Himalayas, with a central orange rectangular overlay containing text.

# — Copper can change climate change.

Copper is the most efficient conductor of heat and electricity. Energy efficiency is the quickest way to minimize climate change. Copper can do this, when we use it.

**Copper. Makes the world work better.**




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# Copper can save the planet.

More copper in motors and appliances can reduce CO<sub>2</sub> emissions by 1.25 billion tonnes annually—equivalent to taking half the world's cars off the road. Copper can do this, when we use it.

**Copper. Makes the world work better.**



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# Copper can fuel renewable energy.

Copper is 100% recyclable, energy efficient and—  
with its superior conductivity—drives tomorrow's  
energy technologies, from solar to wind to microhydro.  
Copper can do this, when we use it.

**Copper. Makes the world work better.**