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# Henkel Beauty Care Launches in Lighter, More Sustainable Aerosol Packaging from Ball

BROOMFIELD, Colo., April 15, 2014 /PRNewswire/ -- Henkel andBall Corporation (NYSE: BLL) collaborated to launch a new, lighter weight industrial aluminum aerosol can for the popular beauty care brand, Fa.

Ball manufactures the new, lighter extruded aluminum can using revolutionary metal technology, which utilizes recycled aluminum to create a metal alloy that exhibits increased strength and allows lightweighting of the container without affecting package integrity. This breakthrough technology allows Ball to lightweight its extruded aluminum aerosol packaging by as much as 10 percent, with further lightweighting expected in the future.

"As global sustainability leaders, Ball and Henkel continually strive to improve our environmental impact while responsibly running our businesses and increasing stakeholder value," said Michael Feldser, chief operating officer, global metal food and household products packaging. "Thanks to our cross-enterprise expertise, we were able to add recycled aluminum from Ball's beverage can plants into our slug manufacturing processes, reduce the amount of metal used and lightweight the industry's standard extruded aluminum package. This helps improve the carbon footprint of a popular product and enhances the environmental performance of both companies."

Ball is a global leader in aerosol packaging and the world's largest producer of recyclable aluminum beverage cans and aluminum "slugs," or metal disks that are impact extruded to produce aerosol product packaging for body sprays, sun screens, hair sprays and more. After months of collaboration, Ball's global metal technology experts and innovation teams developed a method that will allow the company to use either post-consumer recycled aluminum or aluminum recycled from its global beverage can operations to produce its new slugs. Currently, almost all extruded aluminum aerosol packaging is made from virgin aluminum slugs.

**About Ball Corporation**
Ball Corporation supplies innovative, sustainable packaging solutions for beverage, food and household products customers, as well as aerospace and other technologies and services primarily for the U.S. government. Ball Corporation and its subsidiaries employ 14,500 people worldwide and reported 2013 sales of $8.5 billion. For more information, visit www.ball.com, or connect with us onFacebook or Twitter.

**Forward-Looking Statements**

This release contains "forward-looking" statements concerning future events and financial performance. Words such as "expects," "anticipates," "estimates" and similar expressions identify forward-looking statements. Such statements are subject to risks and uncertainties, which could cause actual results to differ materially from those expressed or implied. The company undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. Key risks and uncertainties are summarized in filings with the Securities and Exchange Commission, including Exhibit 99 in our Form 10-K, which are available on our website and at www.sec.gov. Factors that might affect: a) our packaging segments include product demand fluctuations; availability/cost of raw materials; competitive packaging, pricing and substitution; changes in climate and weather; crop yields; competitive activity; failure to achieve productivity improvements or cost reductions; mandatory deposit or other restrictive packaging laws; changes in major customer or supplier contracts or loss of a major customer or supplier; political instability and sanctions; and changes in foreign exchange or tax rates; b) our aerospace segment include funding, authorization, availability and returns of government and commercial contracts; and delays, extensions and technical uncertainties affecting segment contracts; c) the company as a whole include those listed plus: changes in senior management; successful or unsuccessful acquisitions and divestitures; regulatory action or issues including tax, environmental, health and workplace safety, including U.S. FDA and other actions or public concerns affecting products filled in our containers, or chemicals or substances used in raw materials or in the manufacturing process; technological developments and innovations; litigation; strikes; labor cost changes; rates of return on assets of the company's defined benefit retirement plans; pension changes; uncertainties surrounding the U.S. government budget, sequestration and debt limit; reduced cash flow; ability to achieve cost-out initiatives; interest rates affecting our debt.

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