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Ball's Aluminum Aerosol Innovations Receive Multiple 2015 Can of the Year Honors

BROOMFIELD, Colo., Dec. 18, 2015 /PRNewswire/ --Ball Corporation (NYSE: BLL) recently received multiple 2015 Can of the Year honors for its aluminum aerosol packaging innovations. The ReAl® impact extruded can for Henkel's Fa deodorant brand won AEROBAL's World Aluminium Aerosol Can Award and a gold award from The Canmaker magazine. The impact extruded deodorant can for Laboratoires Venus Expert also won a silver award from The Canmaker.

The Fa deodorant can, a collaboration between Ball and Henkel, features Ball's revolutionary ReAl technology, which utilizes recycled aluminum to create a metal alloy that exhibits increased strength and allows weight reduction of the container without affecting package integrity. Henkel's Fa can, which launched earlier this year, contains 25 percent recycled material, is 15 percent lighter than the standard aluminum aerosol can and features a deep shape for a distinctive shelf presence. For a 150- and 200-milliliter sized can, it has an estimated 12 percent carbon footprint reduction and is the lightest commercially available can on the market.

A high-profile jury of journalists from internationally renowned specialist packaging media chose the winners of AEROBAL's World Aluminium Aerosol Can Award. Regarding the Fa can, they said, "For brands striving for packaging that is more sustainable, this development means that they can achieve their goal without having to water down their requirements with regards to design and having an impressive shelf presence."

The Laboratoires Venus Expert can utilizes a distinctive combination of ribbing with a tactile effect. Ball's innovative tactile finish, or raised ink, provides a textured grip for a unique consumer interaction with the package and enhanced shelf differentiation.

"At Ball, staying close to our customers and developing packaging solutions that meet their needs are of utmost importance," said Stan Platek, general manager at Ball Aerocan Europe. "We are honored by this recognition of those commitments, as well as our ongoing dedication to innovation and sustainability."

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 2014 sales of $8.6 billion. For more information, visit www.ball.com, or connect with us on Facebook 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; customer and supplier consolidation, power and supply chain influence; 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; 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; and successful or unsuccessful acquisitions and divestitures, including, with respect to the proposed Rexam PLC acquisition, the effect of the announcement of the acquisition on our business relationships, operating results and business generally; the occurrence of any event or other circumstances that could give rise to the termination of our definitive agreement with Rexam PLC in respect of the acquisition; the outcome of any legal proceedings that may be instituted against us related to the definitive agreement with Rexam PLC; and the failure to satisfy conditions to completion of the acquisition of Rexam PLC, including the receipt of all required regulatory approvals.

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