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# Ball Partners with Unilever to Deliver Lighter Weight Aerosol Packaging

BROOMFIELD, Colo., April 18, 2017 /PRNewswire/ --Ball Corporation (NYSE: BLL) and Unilever have partnered to bring a more sustainable aluminum aerosol can to the market. The new Rexona and Sure antiperspirant cans employ Ball's innovative ReAl™ technology. The newly created metal alloy that utilizes recycled content exhibits increased strength and allows Ball to lightweight its impact extruded aerosol cans by 20 percent. This equates to an approximate product carbon footprint reduction of 18 percent for the 150-milliliter aerosol can used for Unilever's Rexona and Sure antiperspirant when compared to a standard can.

Ball's partnership with Unilever to lightweight their can using ReAl™ technology brings significant environmental benefits to the customer while providing the same can performance. The Rexona and Sure antiperspirant aluminum aerosol cans are supplied by Ball for the European market.

For more information about Ball's aerosol packaging innovations, visit www.ball.com/aerosolinnovation.

**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 18,450 people worldwide and reported 2016 net sales of $9.1 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," "believes," "targets," "likely" and similar expressions typically identify forward-looking statements, which are generally any statements other than statements of historical fact. Such statements are based on current expectations or views of the future and are subject to risks and uncertainties, which could cause actual results or events to differ materially from those expressed or implied. You should therefore not place undue reliance upon any forward-looking statements and any of such statements should be read in conjunction with, and, qualified in their entirety by, the cautionary statements referenced below. 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 factors, risks and uncertainties that could cause actual outcomes and results to be different 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. Additional 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; competitive activity; failure to achieve synergies, 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 a loss of a major customer or supplier; political instability and sanctions; currency controls; 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 geopolitical events and governmental policies both in the U.S. and in other countries, including the U.S. government elections, budget, sequestration and debt limit; reduced cash flow; ability to achieve cost-out initiatives and synergies; interest rates affecting our debt; and successful or unsuccessful acquisitions and divestitures, including with respect to the Rexam PLC acquisition and its integration, or the associated divestiture; the effect of the acquisition or the divestiture on our business relationships, operating results and business generally.




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