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Rust-Oleum Introduces Varathane Foam Wood Stain in Ball's Aergo(R) Shaped Aerosol Cans

BROOMFIELD, Colo., Nov. 3 /PRNewswire-FirstCall/ -- Rust-Oleum Corporation has launched an innovative, foaming wood stain in Aergo(R) shaped tinplate aerosol cans from Ball Corporation (NYSE: BLL). The 9-oz. cans feature an hourglass shape that provides improved ergonomics while reinforcing premium brand and product attributes.

"Rust-Oleum's Varathane Foam Stain is the first wood stain available in a foam format for enhanced control, a real revolutionary concept in wood staining," said Matt Moon, brand manager for Varathane. "We needed a package that would communicate the innovative nature of our product, stand out on the shelf and enhance the consumer experience. Ball's ergonomically shaped aerosol can is a great solution because it delivers a very unique look, is easy and comfortable to grip and helps deliver more precise application."

Until now wood stains have primarily only been available in a liquid format and tended to drip, according to Moon. He says Varathane Foam Stain stays where you spray it, giving consumers more stability and control when they apply the stain, as well as reducing the mess traditionally associated with wood staining.

Ball's Aergo custom shaping technology allows up to a 30 percent expansion beyond the straight-walled diameter, allowing for a wide range of custom shaping possibilities. It is available across Ball's extensive portfolio of sizes and is compatible with existing tinplate filling lines, requiring only some modifications. Ball's tinplate aerosol packages are made with a minimum of 25 percent recycled content and are fully recyclable when empty.

Ball Corporation is a supplier of high-quality metal and plastic packaging products for beverage, food and household customers, and of aerospace and other technologies and services, primarily for the U.S. government. Ball Corporation and its subsidiaries employ more than 15,500 people worldwide and reported 2007 sales of $7.4 billion. For the latest Ball news and for other company information, please visit http://www.ball.com.

Image available: http://www.ballcorporate.com/page.jsp?page=44&id=38

Forward-Looking Statements

This release contains "forward-looking" statements concerning future events and financial performance. Words such as "expects," "anticipates," "estimates" and similar expressions

are intended to 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 99.2 in our Form 10-K, which are available at our Web site and at http://www.sec.gov. Factors that might affect our packaging segments include fluctuation in product demand and preferences; availability and cost of raw materials, including recent significant increases in resin, steel, aluminum and energy costs, and the ability to pass such increases on to customers; competitive packaging availability, pricing and substitution; changes in climate and weather; crop yields; competitive activity; failure to achieve anticipated productivity improvements or production cost reductions, including our beverage can end project; mandatory deposit or other restrictive packaging laws; changes in major customer or supplier contracts or loss of a major customer or supplier; and changes in foreign exchange rates, tax rates and activities of foreign subsidiaries. Factors that might affect our aerospace segment include: funding, authorization, availability and returns of government and commercial contracts; and delays, extensions and technical uncertainties affecting segment contracts. Factors that might affect the company as a whole include those listed plus: accounting changes; changes in senior management; the current global credit squeeze and its effects on liquidity, credit risk, asset values and the economy; successful or unsuccessful acquisitions, joint ventures or divestitures; integration of recently acquired businesses; regulatory action or laws including tax, environmental, health and workplace safety, including in respect of chemicals or substances used in raw materials or in the manufacturing process; governmental investigations; technological developments and innovations; goodwill impairment; antitrust, patent and other litigation; strikes; labor cost changes; rates of return projected and earned on assets of the company's defined benefit retirement plans; pension changes; reduced cash flow; interest rates affecting our debt; and changes to unaudited results due to statutory audits or other effects.

SOURCE Ball Corporation