July 28, 2011

Ball Introduces New Consumer Research at Its Packaging Solutions Forum

BROOMFIELD, Colo., July 28, 2011 /PRNewswire/ -- The impact of emerging macro trends on consumer packaging highlighted Ball Corporation's 5th annual Packaging Solutions Forum (PSF), held today at the company's Broomfield, Colo., headquarters.

More than 35 influential consumer products companies representing hundreds of well-known brands attended the event, part of Ball's focus on consumer-centric packaging innovation. Ball, one of the largest packaging companies in the world, makes metal containers for beverages, foods, aerosol, paint and other products.

During PSF, Ball introduced its new, proprietary research on 10 change forces at the forefront of macro trends. Those change forces, which include "Dash Moms – Moms Doing More," a cultural explosion keyed to a growing Hispanic population and consumer demand for variety and healthy refreshment, are driving two universal consumer need trends important to packaging innovation:

- Home Improvement - Consumers of all generations are focusing more on the home as their center of relaxation. Homes are becoming command centers where the consumer can do it all: living, working and socializing. Packaging innovation must be outstanding, multi-functional and something to be experienced.
- Self-Expression - Millennials, also known as Generation Ys, are constantly connected to each other. Products, brands and consumption behavior express not only who they are but how they are different from the masses. Packaging innovation must provide an easy platform from which they can make a statement about themselves and makes products feel new again and again. Also part of this trend is the desire by Baby Boomers to rewrite the concept of aging as they approach their retirement years. To appeal to this generation, packaging innovations must focus on nostalgia that appeals to younger generations, functionality and style, and avoid anything that makes this generation "feel old."

"Effective packaging innovation addresses unmet consumer needs," saidJay Billings, Ball's director of packaging innovation. "At Ball, we have adopted a systemic and methodical approach to innovation where we look at consumer trends at a macro level then dial-in to a micro-level to balance consumer needs with a variety of other factors – customer growth opportunities, retailer growth opportunities and our Ball manufacturing capabilities."

Ball customers who want more information about PSF or Ball's consumer research should contact John Saalwachter at JSAALWAC@ball.com

Ball Corporation [NYSE: BLL], the largest beverage can manufacturing company in the world, supplies high-quality metal packaging for beverage, food and household products to customers in more than a dozen countries. Ball Corporation and its subsidiaries employ more than 14,500 people worldwide and reported 2010 sales of more than $7.6 billion. For the latest Ball news and for other company information, please visit http://www.ball.com/ or visit http://www.ballcansrule.com/ for more reasons why cans are the perfect package for beverages.

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 on our website and at www.sec.gov. Factors that might affect our packaging segments include fluctuation in product demand and preferences; availability and cost of raw materials; 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; 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 rates or tax rates. 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 recent global recession and its effects on liquidity, credit risk, asset values and the economy; successful or unsuccessful acquisitions; regulatory action or laws including tax, environmental, health and workplace safety, including U.S. FDA and other actions affecting products filled in our containers, or 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; uncertainties surrounding the U.S. government budget and debt limit; reduced cash flow; interest rates affecting our debt; and changes to unaudited results due to statutory audits or other effects.

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