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Ball Introduces Sustainability Breakthrough in Aluminum Aerosol Packaging

BROOMFIELD, Colo., April 17, 2012 /PRNewswire/ -- Ball Corporation [NYSE: BLL] announced today a metal technology breakthrough that enables the use of recycled aluminum in the manufacture of extruded aluminum packaging for aerosols. The resulting new metal alloy exhibits increased strength and allows lightweighting of the container without affecting package integrity. Ball's technology breakthrough will allow the company to lightweight its extruded aluminum aerosol packaging by as much as 10 percent, with further lightweighting expected in the future.

(Photo: https://photos.prnewswire.com/prnh/20120417/LA88413)

Currently, almost all extruded aluminum aerosol packaging is made from virgin aluminum "slugs." These metal disks are impact extruded to produce packaging for aerosol products ranging from body sprays, sun screens, air fresheners and numerous other markets. Ball, the world's largest producer of aluminum slugs and of recyclable aluminum beverage cans, will use aluminum recycled from Ball's global beverage can operations to produce the company's new slugs.

"Our ReAl™ brand slugs will improve the carbon footprint of increasingly popular extruded aluminum packaging by enabling us to reduce the amount of metal in the package and further enhance the environmental performance of our company," said Raymond J. Seabrook, the company's chief operating officer, global packaging. "This breakthrough comes after months of collaboration between our global metal technology experts and innovation teams, and brings additional value to the supply chain by adding recycled aluminum from our beverage can plants into our slug manufacturing processes and by lightweighting our extruded aluminum packaging. We are excited to bring this new solution to our customers around the world in the coming months."

Ball will begin producing cans made with ReAl slugs initially inEurope, and has applied for patents on its ReAl packaging.

Ball Corporation is a supplier of high quality packaging for beverage, food and household products customers, and of aerospace and other technologies and services, primarily for the U.S. government. Ball Corporation and its subsidiaries employ more than 14,500 people worldwide and reported 2011 sales of more than $8.6 billion. For the latest Ball news and for other company information, please visit http://www.ball.com.

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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