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Ball Wins British Aerosol Manufacturing Association Innovation Award for Tactile Can

BROOMFIELD, Colo., Nov. 3, 2017 /PRNewswire/ --Ball Corporation (NYSE: BLL) recently won a 2017 British Aerosol Manufacturing Association (BAMA) Aerosol Packaging Award for its Tactile can, which the company designed and produced.

Ball's innovative design and distinctive tactile print finish were brought to life by a snake featured prominently on an aluminum aerosol can. Tactile is an ink that provides texture on the can for a unique consumer interaction with the package. Ball is able to apply the ink around 360 degrees of the can. Enough of the tactile ink is "laid" on the can so it provides grip for the consumer. Tactile ink is a subtle art and Ball leverages significant technical experience in printing this ink on aerosol cans, which was gleaned from the learnings of its beverage business.

Of the competition this year, the judges said, "The standard of the entries was extremely high, which not only made the experience hugely enjoyable, but also reminded us why the UK aerosol industry is so successful. Our congratulations go to all the entrants, and especially to the winners!"

The British Aerosol Manufacturers' Association (BAMA) is a trade association that represents the UK aerosol industry. BAMA's membership covers every aspect of the aerosol sector ranging from component and ingredient suppliers to fillers, can makers and marketers. The winners of its annual awards were announced at the 2017 Forum and Awards Dinner, held at the prestigious Oulton Hall, Leeds.

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 sales of $9.1 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," "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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