January 22, 2019

360 Degree Custom Shaping

Ball Corporation Launches New Aerosol Can in Paris

BROOMFIELD, Colo., Jan. 22, 2019 /PRNewswire/ --*Ball Corporation (NYSE: BLL), the leader in aluminum aerosol packaging, brings to life a new technology that is changing the shape of the industry: At the ADF&PCD exhibition in Paris on Jan. 30 and 31, 2019 – the world's biggest event for the aerosol, dispensing, perfume and cosmetic packaging community – Ball introduces its 360° aerosol can. The newly developed technology brings another dimension to can contouring, using a process that allows custom shaping, symmetrically or asymmetrically, up to the full circumference of the can, ultimately benefiting both brand owners and end consumers.*



360° Can Demands to be Seen and Touched

Ball paired its graphics expertise with innovative shaping to produce a can that is visually engaging from every angle. 360° offers brands a new advantage, delivering an aerosol package that communicates their story, stands out on the shelf, and consumers will want to

examine more closely.

The true value of the 360° is found where graphics and embossing intersect. Artwork oriented to the recessed area complements the shaping and allows for dynamic detail. For brands that embrace a clean and simple aesthetic, this new dimension can add drama without clutter.

Global Innovations Director, Jason Galley says: "360° brings can design to the next level, as varied shaping is available around the entire circumference of the can. The recessed area goes beyond visual engagement: It also provides ergonomic benefits to the customer. The shaped area can be oriented in a way that provides the consumer with grip, a feature that comes in handy with products where slippage is a usability concern."

The Most Sustainable Aerosol Pack

Aluminum aerosol cans provide the perfect packaging format for personal care and household products, presenting the look and feel the brand owner intended while also protecting the product during transit, whilst remaining lightweight. In addition, aluminum aerosol packaging has a unique sustainability profile and many advantages when compared with other packaging materials, such as plastic. When an aluminum aerosol package is empty, the materials are collected and can be recycled, again and again, with no loss of quality, making aluminum cans the most valuable containers in the recycling stream.

Held in Paris on Jan. 30–31, 2019, visit Ball at the ADF&PCD exhibition at stand V12. In addition to offering an extensive product portfolio, Ball guides customers through the benefits of the 360° aerosol can and aluminum aerosol packaging.

About Ball Corporation:
Ball Corporation supplies innovative, sustainable packaging solutions for beverage, personal care 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 17,500 people worldwide and reported 2017 net sales of $11 billion. For more information visit: www.ball.com

Forward-Looking Statements
This release contains "forward-looking" statements concerning future events and financial performance. Words such as "expects," "anticipates," "estimates," "believes," "targets," "likely," "positions" 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 and logistics; competitive packaging, pricing and substitution; changes in climate and weather; competitive activity; footprint adjustments and other manufacturing changes; 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; changes in foreign exchange or tax rates, including due to the effects of the 2017 U.S. Tax Cuts and Jobs Act; and tariffs or other governmental actions in any country affecting goods produced by us or in our supply chain, including imported raw materials, such as pursuant to section 232 of the U.S. Trade Expansion Act of 1962; 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, including the partial government shutdown; reduced cash flow; interest rates affecting our debt; and successful or unsuccessful joint ventures, 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.

Photo Material for Download:
http://www.ball.com/360
https://www.ball.com/Ball/media/Ball/Global/Downloads/360_Futuristic_Sell-Sheet_Final_No-print-layers.pdf

LinkedIn
Twitter
Facebook
Instagram



View original content to download multimedia:http://www.prnewswire.com/news-releases/360-degree-custom-shaping-300781786.html

SOURCE Ball Corporation