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Ball Introduces New Matte & Gloss Printing Technology to Enhance Shelf Appeal of Aerosol Packaging

BROOMFIELD, Colo., Oct. 10, 2013 /PRNewswire/ --Ball Corporation (NYSE: BLL), one of the world's leading suppliers of metal packaging, introduced its Matte & Gloss printing technology for impact extruded aerosol cans and beverage bottles at the 28th FEA International Aerosol Congress in Madrid.

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(Logo: https://photos.prnewswire.com/prnh/20130925/LA85786LOGO)

By enabling customers to combine the two finishes on the same can, the Matte & Gloss printing process can help differentiate and enhance a product's shelf appeal through sight and touch. Matte & Gloss can be applied to any design or color for a contrast effect where the gloss reflects light and the matte offers a subdued soft look.

Another innovative technology in Ball's printing arsenal, which also includes tactile, pearlescent and hot stamping capabilities, Matte & Gloss is available on Ball's impact extruded aerosol cans and beverage bottles.

"As the global packaging leader, we're able to leverage our cross-enterprise expertise to continually innovate and introduce industry-leading solutions, like our new Matte & Gloss printing technology, which help our customers build and differentiate their brands," said Dan Rabbitt, vice president and general manager, Ball Aerocan Americas, a division of Ball's global metal food and household products packaging segment.

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 15,000 people worldwide and reported 2012 sales of more than $8.7 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" and similar expressions 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 in our Form 10-K, which are available on our website and at www.sec.gov. Factors that might affect: a) our packaging segments include fluctuation in product demand; availability and cost of raw materials; competitive packaging, pricing and substitution; changes in climate and weather; crop yields; competitive activity; failure to achieve productivity improvements or 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 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; successful or unsuccessful acquisitions and divestitures; 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; 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 the U.S. government budget, sequestration and debt limit; reduced cash flow; ability to achieve cost-out initiatives; interest rates affecting our debt.

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