

Ball Wins Aerosol Innovation Award for L'Oreal Men Expert Can

BROOMFIELD, Colo., Sept. 28, 2017 /PRNewswire/ -- [Ball Corporation](#) (NYSE: BLL) recently won a 2017 Aerosol Dispensing Forum (ADF) Innovation Award for its L'Oreal Men Expert antiperspirant can, which is produced using Ball's ReAl® technology.

Ball's ReAl® technology provides increased strength and allows Ball to lightweight this product by approximately 20 percent, which results in an estimated carbon footprint reduction of 18 percent for a 150-milliliter aerosol can when compared to a standard can.

"It's a great honor to be recognized for our commitment to sustainability and we applaud L'Oreal for their commitment as well. This product proves that you can have beautiful and environmentally sustainable packaging that is also cost-effective. It's a win-win for everyone, and something that we are going to see more and more of," said award recipient Stan Platek, vice president and general manager at Ball Aerocan.



The ADF Innovation Awards, now in their second year, recognize outstanding achievements and encourage the industry to push the boundaries with technological and creative innovations in aerosol, dispensing, personal care and cosmetic packaging. Ball was recognized in the ADF Industrial & Technical Suppliers' Application category. Show director, Christelle Anya, and master of ceremonies, Paul Austin, of Austin Advisory Group, presided over the ceremony. Each of the winners received a special trophy and presented a short talk on what made the winning entry so innovative.

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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