Ball News Releases

Ball Corporation enters into an alliance with Meadow to take fully recyclable aluminum can to new categories worldwide

The MEADOW KAPSUL™ circular packaging technology combined with Ball's aluminum cans will help meet growing consumer demand for sustainably packaged products

BROOMFIELD, Colo., January 14th, 2025 - Ball Corporation (NYSE: BALL), the leading global provider of sustainable aluminum packaging for beverage, personalcare and household products, has announced a minority investment inMeadow, a Sweden-based packaging technology company focused on developing circular solutions. The partnership will support the production of fully recyclable aluminum cans as pre-filled cartridges for personal and home care productsBall will supply cans and ends, which will be placed in reusable dispensers and brought to market as Meadow scales up operations.



"Ball is committed to developing low-carbon circular aluminum packaging solutions, and we believe reusable and recyclable packaging plays an important role in the future of personal and home care," said **Jay Billings, President of Ball Growth Ventures at Ball Corporation**. "We're excited to work with Meadow to deliver our shared vision of bringing sustainable solutions at scale to meet our customers' sustainability goals."







Aluminum is a truly circular material, able to be recycled over and over again without losing quality. Meadow's packaging solutions leverage fully recyclable aluminum cans, so far dedicated primarily to beverages, in other product categories, supporting circularity. Ball can provide the Meadow solution with a global network of facilities and multi-market reach, ensuring Meadow's technology reaches its full potential while delivering unparalleled efficiency, sustainability, and scalability to global consumer goods companies.

"With Ball, we can offer global reach for our circular packaging solution, expanding the availability of a cost-efficient, easy-to-use, and recyclable pre-fill technology. Together, we are accelerating the adoption of circular packaging among global consumer packaged goods (CPG) brands across multiple categories," said **Victor Ljungberg, CEO of Meadow**.

The MEADOW KAPSUL™ technology is available at scale to the market with an expected debut in stores in 2025. The solution is simple - a can that serves as a cartridge, pre-filled with products such as soap or shampoo, is placed in a reusable dispenser. By using pre-fill solutions, we reduce materials and energy usage, while optimizing logistics and transportation.

This innovative packaging technology allows brands to transition to circular packaging without compromise. It also delivers unmatched convenience and intuitiveness for consumers, driving interest and enhancing repurchase intentions. For brand owners, the MEADOW KAPSUL™ offers a cost-effective pathway to meet sustainability targets, creating clear opportunities for differentiation.

Ball and Meadow will showcase their innovations during Paris Packaging Week 2025 at the Global Aerosol & Dispensing Forum (ADF) on January 28th – 29th, where MEADOW KAPSUL™ is also a finalist for the ADF Concept of the Year Award. Additionally, the companies will co-host a panel, "Revolutionizing Reuse and Refill: Building a Circular Packaging Ecosystem," on January 29th, offering insights into the future of sustainable packaging.

About Ball Corporation

Ball Corporation supplies innovative, sustainable aluminum packaging solutions for beverage, personalcare and household products customers. Ball Corporation employs 16,000 people worldwide and reported 2023 net sales of $12.06 billion, which excluded the divested aerospace business. For more information, visit www.ball.com, or connect with us on LinkedIn or Instagram.

About Meadow

Meadow is a Swedish packaging technology start-up founded in 2020 focused on promoting scalable impact by replacing single-use linear packaging. Our philosophy is to use what is already here: existing supply chains, product familiarity, and established recycling infrastructures to contribute to the circular economy. Find out more on https://meadow.global.

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