

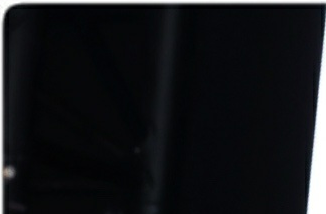
Ball Corporation and Henkel Win ADF Sustainable Innovation Award at Paris Packaging Week
Ball and Henkel have won at the ADF Innovation Awards for the lightest impact extruded aerosol can on the market in Europe

BROOMFIELD, Colo., January 29, 2025 — Ball Corporation, the leading global provider of sustainable aluminum packaging for beverages, personal care and home products, won the ADF Sustainable Innovation Award at the Global Aerosol & Dispensing Forum (ADF) Innovation Awards during Paris Packaging Week 2025 for its 150ml lightweight aluminum aerosol can, developed in collaboration with Henkel for its body care brand 'Fa'. This new lightweight aerosol can features Ball's proprietary ReAl Gen 2 alloy, designed to meet the growing demand for sustainability in packaging while ensuring compliance with critical industry standards. Launched in September 2024, ReAl Gen 2 Fa Can 150ml is the lightest impact-extruded aerosol can available in Europe, making it a major step in reducing the carbon footprint of packaging materials.



"We are thrilled to be recognized with the ADF Sustainable Innovation Award for our work with Henkel on the Fa 150ml lightweight aerosol can," said Katharina Moller-Racke, Senior Key Account Manager Europe, Ball. "This award highlights our team's commitment to driving innovation and improving performance in packaging. The ReAl Gen 2 can represents a significant step forward in our ongoing efforts to develop lighter, more sustainable packaging solutions, and we are excited about the impact it will have on the beauty care industry."

The ReAl Gen 2 alloy enables further lightweighting of the can, supporting both sustainability objectives and cost-saving opportunities. By pushing the boundaries of the impact extrusion process, Ball developed a solution that overcomes potential material constraints and meets performance requirements, ensuring the can is suitable for supply chain needs.





André Pastore Bertin, Head of R&D Packaging Europe Beauty at Henkel Consumer Brands and Katharina Moller-Racke, Senior Key Account Manager Europe from Ball with ADF Organizer

"Ball's lightweight aluminum aerosol can helps advance our sustainability efforts, supporting our commitment to reduce absolute GHG emissions across Scope 1, 2 and 3 by 90 percent by 2045," said André

Pastore Bertin, Head of R&D Packaging Europe Beauty at Henkel Consumer Brands. "We're proud to use the innovative ReAl Gen 2 150ml can for our brand Fa. Collaborations like this one are important for achieving our sustainability goals and reducing our environmental footprint along the value chain."

The ADF Innovation Awards, held on January 29 as part of Paris Packaging Week, celebrate the latest breakthroughs in packaging design and innovation across various industries. Submissions were evaluated by a panel of renowned industry experts. Ball's recognition underscores its leadership in creating packaging solutions that meet the evolving needs of both brands and consumers.

Ball extends its sincere thanks to the panel of judges for this prestigious recognition and remains committed to pushing the boundaries of packaging innovation to support a more sustainable future.

For more information about Ball Corporation and its award-winning packaging solutions, visit www.ball.com.

About Ball Corporation

Ball Corporation supplies innovative, sustainable aluminum packaging solutions for beverage, personal care 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 [Facebook](#) or [X](#).

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