

Ball Receives Multiple 2017 AEROBAL World Aluminium Aerosol Awards for its L'Oréal Men Expert and Tactile Cans

BROOMFIELD, Colo., Dec. 5, 2017 /PRNewswire/ -- [Ball Corporation](#) (NYSE: BLL) recently was honored with AEROBAL 2017 World Aluminium Aerosol Can Awards for its L'Oréal Men Expert Antiperspirant can in the "Aluminium cans already on the market" category and its Tactile can in the "Prototype" category.

Ball utilized its innovative [ReAl[®] technology](#) to make the new L'Oréal Men Expert Antiperspirant can. ReAl[®] paves the way for greater lightweighting potential, as well as stronger cans. Ball's ReAl[®] technology provides increased strength and allows Ball to lightweight the L'Oréal Men Expert Can by approximately 12 percent. Additionally, the 80-station necker Ball uses to manufacture this can enables the production of more intricate shapes. AEROBAL judges connected with the can's aesthetics and its comfortable ergonomic fit, highlighting its "excellent visual presence thanks to the color scheme, shape and finish," ergonomic design "for easy handling" and "potential for further weight reduction."



For its winning Tactile can, Ball leveraged significant technical experience gleaned from its beverage business to print tactile ink on aerosol cans. Tactile ink applies texture on the can for greater consumer interaction with the package. Ball is able to apply the ink around 360 degrees of the can. AEROBAL judges were impressed by the Tactile can's snake motif with its characteristic reptile skin texture and visually appealing coloring, and appreciated that it provides endless design and marketing possibilities for various products and applications. The judging panel found this idea very promising, saying the can's dual sensory experience appeals to today's consumers, who are looking for new ways to have innovative and interesting experiences with brands.

The International Organisation of Aluminium Aerosol Container Manufacturers (AEROBAL) hosts the World Aluminium Aerosol Can Awards every year. The competition's panel of judges is comprised of experienced editors and journalists from renowned industry media around the world.

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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