

Ball Corporation Announces Collaboration with Coldplay's Music Of The Spheres Tour

Sustainability initiatives in place for the tour will include infinitely recyclable Ball Aluminum Cups for fans to refill and recycle in an effort to minimize waste

WESTMINSTER, Colo., May 4, 2022 /PRNewswire/ -- Dancing at concerts and making a positive impact on the environment? [Ball Corporation](#), a leading global provider of sustainable aluminum cans, cups and bottles, announced today that it will be a key partner in helping Coldplay advance its commitment to making the Music Of The Spheres World Tour as environmentally beneficial as possible. Ball will provide its infinitely recyclable [Ball Aluminum Cup™](#) to Coldplay's venues across the United States and select venues internationally – helping to reduce waste and strengthen refill and recycling.

Major on-site gatherings like concerts often require the convenience of disposable cups. When this is the case, the Ball Aluminum Cup is the most sustainable option because it can be easily recycled. For Coldplay's tour, fans will enjoy their favorite beverages from aluminum cups which are expected to help replace millions of single-use plastic cups.

"Ball is committed to helping artists, venues, and fans minimize the significant impact entertainment has on the environment by strengthening in-venue recycling and providing innovative and infinitely recyclable aluminum cans, cups and bottles – a sustainable alternative to the millions of plastic packaging that is disposed of every year," said **Dan Fisher, President and CEO of Ball Corporation**. "We're excited to continue these efforts in partnership with Coldplay and support their mission to inspire a culture of eco-friendly music tours while bringing fans an environmentally friendly way to enjoy their favorite beverages and enjoying a great concert."

Kicking off Friday May 6th in Dallas, Texas, Coldplay's tour is accompanied by a comprehensive set of sustainability initiatives, with fans invited to dance on kinetic floors that generate energy to power the show and pedal electricity-generating bikes that help to cut overall mainstream electricity usage. They will also now be able to play a role in cutting waste through refillable and infinitely recyclable Ball Aluminum Cups.

"Partnering with Ball has been an essential component of our efforts to minimize waste and maximize recycling wherever we perform," says **Coldplay**. "We're really happy to offer fans a truly sustainable option for their beverages in the shape of infinitely recyclable Ball Aluminum Cups."

In 2019, Coldplay committed to making their future tours as environmentally beneficial as possible, and their tour announcement included a range of environmental commitments, including one tree planted for every ticket sold and, in most locations, a show powered by 100% renewable energy. The band's sustainability initiatives for the tour include:

- Reduce: Minimize consumption, recycle extensively, and cut tour carbon emissions by 50%
- Reinvent: Support new green technologies and develop new sustainable, super-low carbon touring methods
- Restore: Fund a portfolio of nature- and technology-based sustainability projects

Ball Aluminum Cups are comprised of 90% recycled content - the highest recycled content rate of any beverage packaging in its category. Through extensive recycling efforts in place at each show, aluminum can be back on store shelves as new cups, cans or bottles in just 60 days. As aluminum is the most sustainable beverage packaging material, like aluminum cans, aluminum cups can be easily recycled. In fact, 75% of the aluminum ever produced is still in use today, and recycling one ton of aluminum, which we expect to see throughout the tour, has three times the greenhouse gas reduction benefit compared to recycling other packaging materials.

An aluminum cup inspired by Coldplay's Music Of The Sphere's tour will be available at venues throughout the tour. The cups are lightweight, sturdy, cool to the touch and provide an elevated, economically valuable drinking experience. For fans who want to enjoy the cups at home, they are available on [Amazon](#) and at more than [30,000 retailers](#) in all 50 states.

About Ball Corporation

Ball Corporation supplies innovative, sustainable aluminum packaging solutions for beverage, personal care 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 24,300 people worldwide and reported 2021 net sales of \$13.8 billion. For more information, visit www.ball.com, or connect with us on [Facebook](#) or [Twitter](#).

Forward-Looking Statements

This report contains "forward-looking" statements concerning future events and financial performance. Words such as "expects," "anticipates," "estimates," "believes," 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 they 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 capacity, supply, and demand constraints and fluctuations and changes in consumption patterns; availability/cost of raw materials, equipment, and logistics; competitive packaging, pricing and substitution; changes in climate and weather; footprint adjustments and other manufacturing changes, including the startup of new facilities and lines; failure to achieve synergies, productivity improvements or cost reductions; unfavorable mandatory deposit or packaging laws; customer and supplier consolidation; power and supply chain interruptions; changes in major customer or supplier contracts or loss of a major customer or supplier; inability to pass through increased costs; war, political instability and sanctions, including relating to the situation in Russia and Ukraine and its impact on our supply chain and our ability to operate in Russia and the EMEA region generally; changes in foreign exchange or tax rates; and tariffs, trade actions, or other governmental actions, including business restrictions and shelter-in-place orders in any country or jurisdiction affecting goods produced by us or in our supply chain, including imported raw materials; 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 above plus: the extent to which sustainability-related opportunities arise and can be capitalized upon; changes in senior management, succession, and the ability to attract and retain skilled labor; regulatory actions or issues including those related to tax, ESG reporting, competition, 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; the ability to manage cyber threats; litigation; strikes; disease; pandemic; labor cost changes; inflation; rates of return on assets of the Company's defined benefit retirement plans; pension changes; uncertainties surrounding geopolitical events and governmental policies, including policies, orders, and actions related to COVID-19; reduced cash flow; interest rates affecting our debt; and successful or unsuccessful joint ventures, acquisitions and divestitures, including the announced sale of our Russian business, and their effects on our operating results and business generally.



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