

The Ball Aluminum Cup® Announces Installation of a Cycle Reverse Vending Machine (RVM) at Red Rocks Amphitheatre

BROOMFIELD, Colo., Oct. 25, 2023 /PRNewswire/ -- [Ball Aluminum Cups®](#) (NYSE: BALL) and [Denver Arts & Venues](#) today announced the installation of a Reverse Vending Machine (RVM) on the Red Rocks Amphitheatre's Top Plaza to increase aluminum recycling in the venue. The machine was installed on October 2nd, 2023 and will be available at Red Rocks through Nov. 12, 2023. Ball Aluminum Cups® has been an official sustainability partner of Red Rocks Amphitheatre and Denver Arts & Venues since 2021 and has provided sustainable drinkware to help guests eliminate millions of single-use cans, cups, and bottles every year.

Ball, a leading global provider of sustainable aluminum beverage packaging, worked with leading RVM provider [Cycle, powered by Recycle Track Systems® \(RTS\)](#), to install the machine. The RVM aims to increase recycling rates at Red Rocks and educate consumers about the benefits of using aluminum. Guests can insert their Ball Aluminum Cup®, aluminum can or aluminum bottle into the front of the machine, which then uses a conveyor belt to scan, crush and sort the aluminum packaging. Once the packaging is sorted, users will have the opportunity to scan a QR code to enter a chance to win Red Rocks merchandise.

"Installing the Reverse Vending Machine at Red Rocks brings many of Ball's priorities to life – incentivizing recycling, educating consumers about aluminum's sustainable properties, and driving change through entertainment events," Ball Aluminum Cups® General Manager and President Emily Fong Mitchell said. "Interacting with the RVM will allow guests to take an active part in recycling while enhancing their overall experience at the venue through the chance to win Red Rocks merchandise."

The RVM installation will aid Red Rocks' existing waste diversion efforts. With over one million visitors annually, Red Rocks strives to reduce landfill waste by using a three-bin waste collection system and an employee waste sorting team to maximize recycling rates. At the end of the season, the RVM will be able to provide Red Rocks with metrics on the quantity, type and mass of aluminum recycled.

"The Reverse Vending Machine is a fun way to engage Red Rocks fans in sustainability efforts," said Brian Kitts, Red Rocks spokesman. "Our use of the Ball Aluminum Cup® works best when fans understand the infinite recyclability of the cups and are partners in making that happen."

"At RTS, we're thrilled to leverage Cycle's innovative solutions for this initiative with the Ball Aluminum Cup® at the iconic Red Rocks Amphitheatre," Recycle Track Systems® CEO Gregory Lettieri said. "Our collaboration is about more than just recycling; it's about gamifying sustainability. Cycle makes recycling convenient while also engaging and rewarding guests. Together, we're demonstrating how technology and sustainability can come together to create an unforgettable experience for all while making a positive impact on our planet."

Infinitely recyclable and economically valuable, aluminum is the most sustainable beverage packaging material, and like aluminum cans, aluminum cups can be easily recycled. 75 percent of all the aluminum ever produced is still in use today and aluminum cans, cups and bottles can be recycled and back on a store shelf in about 60 days. The Ball Aluminum Cup® is now composed of 90 percent recycled content, the highest recycled content rate of any beverage packaging in its category and is available in [5 different sizes](#). In addition to its sustainability and recycling strengths, the aluminum cup is lightweight, sturdy, cool to the touch and provides an elevated drinking experience.

For more information about Ball Aluminum Cups®, please visit [Ball's website](#). To learn about Cycle's Reverse Vending Machines please visit [RTS's website](#).

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 21,000 people worldwide and reported 2022 net sales of \$15.35 billion.

For more information, visit www.ball.com, or connect with us on [Facebook](#) or [Twitter](#).

About Denver Arts & Venues

Denver Arts & Venues is the City and County of Denver agency responsible for operating the region's most renowned facilities, including Red Rocks Amphitheatre, Denver Performing Arts Complex, Colorado Convention Center, and Denver Coliseum.

About Cycle and Recycle Track Systems® (RTS)

Cycle is a digital recycling platform that utilizes RVMs (Reverse Vending Machines) to reward consumers for recycling their beverage containers at universities, stadiums, and events. Cycle, powered by RTS, has machines at Lincoln Financial Field in Philadelphia, PA, Nationals Park in Washington DC, and more. Cycle is powered by Recycle Track Systems® (RTS), an AI-optimized waste management and sustainability provider.

Forward-Looking Statements

This release 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. Ball 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 Ball's Form 10-K, which are available on Ball's website and at www.sec.gov. Additional factors that might affect: a) Ball's 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 and related events such as drought, wildfires, storms, hurricanes, tornadoes and floods; 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 Ball's supply chain and its ability to operate in Europe, the Middle East and Africa regions generally; changes in foreign exchange or tax rates; and tariffs, trade actions, or other governmental actions, including business restrictions and orders affecting goods produced by Ball or in its supply chain, including imported raw materials; b) Ball's aerospace segment include funding, authorization, availability and returns of government and commercial contracts; and delays, extensions and technical uncertainties affecting segment contracts; failure to obtain, or delays in obtaining, required regulatory approvals or clearances for the proposed transaction; any failure by the parties to satisfy any of the other conditions to the proposed transaction; the possibility that the proposed transaction is ultimately not consummated; potential adverse effects of the announcement or results of the proposed transaction on the ability to develop and maintain relationships with personnel and customers, suppliers and others with whom it does business or otherwise on the business, financial condition, results of operations and financial performance; risks related to diversion of management's attention from ongoing business operations due to the proposed transaction; the impact of the proposed transaction on the ability to retain and hire key personnel; and c) Ball 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, environmental, social and governance reporting, competition, environmental, health and workplace safety, including U.S. Federal Drug Administration and other actions or public concerns affecting products filled in Ball's 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 Ball'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 Ball's debt; successful or unsuccessful joint ventures, acquisitions and divestitures, and their effects on Ball's operating results and business generally; and potential adverse effects of the announcement or results of the proposed transaction on the market price of Ball Corporation's common stock.



SOURCE Ball Corporation

For further information: Investors, Ann T. Scott, 303-460-3537, ascott@ball.com; Media, Bradford Walton, 415-254-7168, bradford.walton@ball.com

<https://ball.mediaroom.com/2023-10-25-The-Ball-Aluminum-Cup-R-Announces-Installation-of-a-Cycle-Reverse-Vending->

