

Ball Introduces New Era of its Dynamark™ Printing Technology in EMEA

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BROOMFIELD, Colo., October 29, 2024— Ball Corporation, the leading global provider of sustainable aluminium packaging for beverages, personal care and home products, as well as aluminium cups, announced today the re-launch of its proprietary printing technology, Dynamark™ for its beverage cans in Europe, Middle East and Africa (EMEA). This upgraded technology introduces an advanced tier of printing capabilities, unlocking leading-edge features to deliver greater flexibility and enhanced value for brands.



Building on the success of the popular Dynamark™ technology, Ball has redefined its range of offerings – Starter, Pro, and Advanced Pro – reflecting the company's deep understanding of customer needs, having worked with 50+ customers, 80+ brands on over 100 projects. It represents the next leap in promotional printing technology, enhancing large-scale production personalization for the beverage industry. It introduces variable print technology that integrates multiple graphics onto a single pallet, allowing up to 12 different images on the same shelf or display. Available in most European plants, Dynamark™ caters to various markets and formats to drive consumer engagement, foster brand loyalty, and boost sales.

"We've taken everything we've learned from the original series – and that our customers loved – and pushed the creative boundaries even further with Dynamark™ Advanced Pro," said Jag Bains, Vice President for Commercial, EMEA, at Ball. "This technology gives brands and designers greater creative freedom, enabling more innovative, personalised and tailored design solutions. With enhanced capabilities and flexibility, Dynamark™ Advanced Pro, allows faster adaptation to market trends and customer preferences. It's not just about packaging; it's about fostering originality, creating a more personalized experience, and driving meaningful engagement with consumers."

Dynamark™ Advanced Pro reinforces Ball Corporation's position as a market leader in innovation by delivering effective solutions that exceed consumers expectations. This technology showcases Ball's dedication to understanding and responding to consumer habits: Consumers make in-store selections in less than six seconds and 80% of shopper's choices are based on visual shelf impressions.¹

Dynamark™ Advanced Pro is a key tool for brands seeking to capture consumer attention and drive incidence. By prioritizing aesthetic appeal and functionality, Dynamark™ Advanced Pro not only enhances brand visibility but also aligns with Ball's commitment to delivering outstanding value and engagement. The technology enables companies to push creative boundaries with variable windows, a blend of negative and positive elements, multiple colours, halftones, and more, setting a new standard for packaging design, consumer engagement, and brand expression.

For more information, and to learn more about Dynamark™ Starter, Dynamark™ Pro and Dynamark™ Advanced Pro, visit [DYNAMARK™ - Ball](#).

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](#).

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; and b) 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.



¹ [NIQ, Conquering the retail shelf: New omnichannel strategies that win, 2024](#)
[Behaviorally, The Power of Packaging E-Book, 2024](#)