

Ball and Açaí Motion® Partner to Launch Natural Energy Drink Can with Sustainability Certification

The new can will hit the market starting today, featuring the Aluminium Stewardship Initiative label

WESTMINSTER, Colo., May 29, 2025 - Ball Corporation, the leading global provider of sustainable aluminum packaging for beverages, personal and home care products, has partnered with [Açaí Motion®](#), a Brazilian brand of natural energy drinks, to launch its new can certified by the Aluminium Stewardship Initiative (ASI). With this certification, the collaboration between the brands drives innovation and sustainability in the beverage sector, ensuring high quality, traceability and a strong commitment to a circular economy.

The new can, launching today, has the ASI certification that guarantees the adoption of rigorous environmental, social and governance (ESG) practices throughout the production chain, from mining to can manufacturing. Innovative in the industry, the ASI label sets the highest standards of sustainable responsibility, promoting transparency and enabling consumers to make more conscious choices.



The aluminum cans, which can be recycled again and again, reinforces the commitment to sustainable practices aligned with modern consumers' expectations. Another highlight of this partnership is the application of Ball's exclusive internal coating technology, which ensures the preservation of the beverage's flavor and nutritional properties, as well as an extended shelf life. This innovation allows Açaí Motion® to offer a superior consumption experience, consolidating its position in the natural energy drink segment.

"At Ball, we are committed to delivering innovative solutions that combine sustainability and performance. Our collaboration with Açaí Motion® is a perfect example of how we can support visionary brands in expanding their businesses globally with responsible, high-performance packaging," says Tamires Silvestre, sustainability director at Ball for South America.

Açaí Motion®, which already exports to over 60 countries, now benefits from Ball's expertise to further enhance its presence in the international market. The natural energy drink, made from açaí and guaraná, stands out for its healthy and balanced composition, free of taurine and reduced sugar. Açaí and guarana are harvested following sustainable extraction practices, with support for local communities and ensuring the preservation of the Amazon rainforest.

"The partnership with Ball allows us to take our product to new levels of quality and sustainability. Having our beverages packaged in ASI-certified cans is a crucial competitive advantage in the global market," highlights Rafael Aun Ming, founder and chairman of Açaí Motion®.

To meet the growing demand and consolidate its global presence, Açaí Motion® relies on Ball as its strategic partner in packaging production, ensuring an efficient and sustainable supply. Ball continues to invest in technological solutions that drive circularity and decarbonization in the industry, enabling innovative brands like Açaí Motion to expand their market presence responsibly and competitively.

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 2024 net sales of \$11.80 billion, which excludes the divested aerospace business. For more information, visit www.ball.com, or connect with us

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