

Ball and Beiersdorf Recognized for Sustainability Innovation at CanTech Grand Tour Award

Ball Corporation won the Aerosols category for lightweighted, 100% recycled aluminum can developed for Beiersdorf's NIVEA brand

WESTMINSTER, Colo., April 2, 2025— Ball Corporation, the leading global provider of sustainable aluminum packaging for beverages, personal care and home products, and Beiersdorf, a global skincare company, won the Aerosols category at the CanTech Grand Tour Awards held on April 1, recognizing their groundbreaking lightweighted aerosol can made from 100% recycled aluminum. Ball's innovation was also honored with a Specially Commended prize for its advancements in sustainability, further highlighting Ball's continued commitment to pioneering sustainable packaging solutions and its leadership in driving circularity within the industry.

Developed in collaboration with Beiersdorf, the innovation increased the recycled content of Beiersdorf's NIVEA Men Black & White aerosol cans in Europe from 50% to 100%. The transition was driven by Beiersdorf's strong commitment to sustainability and made possible using Ball's proprietary ReAl® alloy, ensuring high recycled content while maintaining strength, durability and weight reduction benefits.



Winner!

CanTech the Grand Tour 2025 in the Aerosols category

**100% Recycled Aluminum
Nivea Man Black & White can
made of Ball's ReAl® alloy**



Victoria Marletta, VP Commercial for Personal & Home Care at Ball Corporation "Sustainability is at the core of everything we do, and this recognition underscores our commitment to pushing the boundaries of aerosol packaging innovation. By leveraging 100% recycled aluminum and our proprietary ReAl® alloy, we are enhancing product performance while providing our customers with sustainable solutions that align with consumer expectations and environmental priorities."

By eliminating reliance on virgin aluminum, the ReAl® alloy reduces carbon emissions throughout the product lifecycle. Recycling aluminum saves 95% of the energy required to produce it from raw materials, making this innovation a substantial contributor to sustainability. This transition of Beiersdorf's NIVEA can in Europe in 2024 resulted in an annual CO₂ savings of 7,700 metric tons, equivalent to the carbon sequestered by over 120,000 tree seedlings grown for 10 years.

"Transitioning to an aerosol can with 100% recycled content is a critical milestone in our journey towards our ambitious Net Zero targets," said **Dr. Gitta Neufang, Chief Research & Development Officer, Beiersdorf**. "By partnering with Ball to advance innovative packaging solutions, this achievement not only supports our climate goals but also reflects our dedication to meet consumer expectations for responsible and high-performance packaging."

CanTech The Grand Tour celebrates excellence in metal packaging, recognizing innovations that push the boundaries of design, sustainability and performance. Ball extends its sincere thanks to the panel of judges for this prestigious recognition and remains committed to advancing circularity through packaging innovations to support a more sustainable future.

For more information about Ball Corporation and its award-winning packaging solutions, visit www.ball.com.

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 on [LinkedIn](#) or [Instagram](#).

About Beiersdorf

Beiersdorf has stood for innovative skin care and pioneering skin research for over 140 years. The company headquartered in Hamburg, Germany, employs more than 22,000 people worldwide. In the fiscal year 2024 Beiersdorf generated sales of €9.9 billion and an operating result (EBIT excluding special factors) of €1.4 billion. Leading international brands such as NIVEA (the world's no. 1 skin care brand*), Eucerin, La Prairie, and Hansaplast are cherished by millions of people around the world every day. Renowned brands such as Aquaphor, Coppertone, and Chantecaille complement the extensive portfolio in the Consumer Business Segment. Through its wholly owned subsidiary tesa SE, Beiersdorf is a globally leading manufacturer of technical adhesive tapes and provides self-adhesive solutions to industry, craft businesses, and consumers. Guided by the purpose 'Care Beyond Skin', Beiersdorf pursues an ambitious sustainability agenda with the target to achieve Net Zero emissions by 2045 and aims to champion a more inclusive society. Additional information can be found at www.beiersdorf.com.

* Source: Euromonitor International Limited; NIVEA by umbrella brand name in the categories Body Care, Face Care, and Hand Care; in retail value terms, 2023

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