

MEADOW KAPSUL™ technology powered by Meadow and Ball Receives Certificate for Excellence in “Concept of the Year” Category at ADF Innovation Awards

Corporation recently partnered with MEADOW KAPSUL™ to take the fully recyclable aluminum can to new categories worldwide

Westminster, Colo., January 30, 2025 – Ball Corporation, a global leader in sustainable aluminum packaging, and Meadow, a Sweden-based packaging technology company that recently received a minority investment from Ball Corporation, were awarded a *Certificate for Excellence In Packaging Innovation* in the Concept of the Year Award category at the Global Aerosol & Dispensing Forum (ADF) during Paris Packaging Week 2025 with the MEADOW KAPSUL™ technology. The certificate recognizes Meadow for its revolutionary product, which is redefining sustainable packaging within a circular economy. Ball recently announced a partnership with Meadow to take the fully recyclable aluminum can to new categories worldwide. With a minority investment, Ball will support the production of aluminum cans, designed as pre-filled cartridges for personal and home care products using MEADOW KAPSUL™ technology.

This recognition celebrates the ground breaking design and transformative potential of the MEADOW KAPSUL™, which helps to address the urgent challenge of waste generated by linear packaging systems.

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The MEADOW KAPSUL™ introduces an innovative approach that transforms standard aluminum beverage cans into versatile prefill containers. Paired with a reusable dispenser that is customizable through licensing, the MEADOW KAPSUL™ delivers a seamless refill experience. By engineering a precise modification to the can's end, its unique twist-to-open mechanism offers exceptional ease of use while maintaining full recyclability. Additionally, the Meadow KAPSUL™ reduces raw material consumption and lightens the can by eliminating the traditional pull tab. The result is a premium prefill experience for consumers, while providing brands the flexibility to align the solution with their identity.

"We're honored to have the MEADOW KAPSUL™ recognised with a certificate for excellence in the Concept of the Year category at the ADF Innovation Awards," said Victor Ljungberg, CEO of Meadow. "We focused on applying our new opening technology to a well-established container to create a simple yet disruptive innovation that champions sustainability while providing an exceptional user experience (UX) and offering flexibility for brands to customize their branding to meet specific market needs. Now, together with Ball, we are bringing this innovative solution to market at scale."

Both Ball and Meadow share similar missions and visions centered around sustainability. Ball will supply cans and ends, which will be placed in reusable dispensers and brought to market as Meadow scales up operations.

*"Our partnership with Meadow truly exemplifies our shared commitment to advancing sustainability in packaging and driving the circular economy forward," said **Nora Milazzo, Senior Business Development Leader, Ball**. "The MEADOW KAPSUL™ is a perfect example of how innovation can create meaningful change for both brands and consumers, and we're thrilled to see it recognized with this certificate."*

The ADF Innovation Awards, held on January 29 as part of Paris Packaging Week, celebrate the latest breakthroughs in packaging design and innovation across various industries. Submissions were evaluated by a panel of renowned industry experts. Ball and Meadow extend their sincere gratitude to the esteemed panel of judges for this recognition.

The MEADOW KAPSUL™ technology is now available for large-scale adoption, with a planned debut in stores in 2025. For more information, visit <https://meadow.global>.

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

About Meadow

Meadow is a Swedish packaging technology start-up founded in 2020 focused on promoting scalable impact by replacing single-use linear packaging. Our philosophy is to use what is already here: existing supply chains, product familiarity, and established recycling infrastructures to contribute to the circular economy. Find out more on <https://meadow.global>.

<https://ball.mediaroom.com/index.php?s=2429&item=124243>