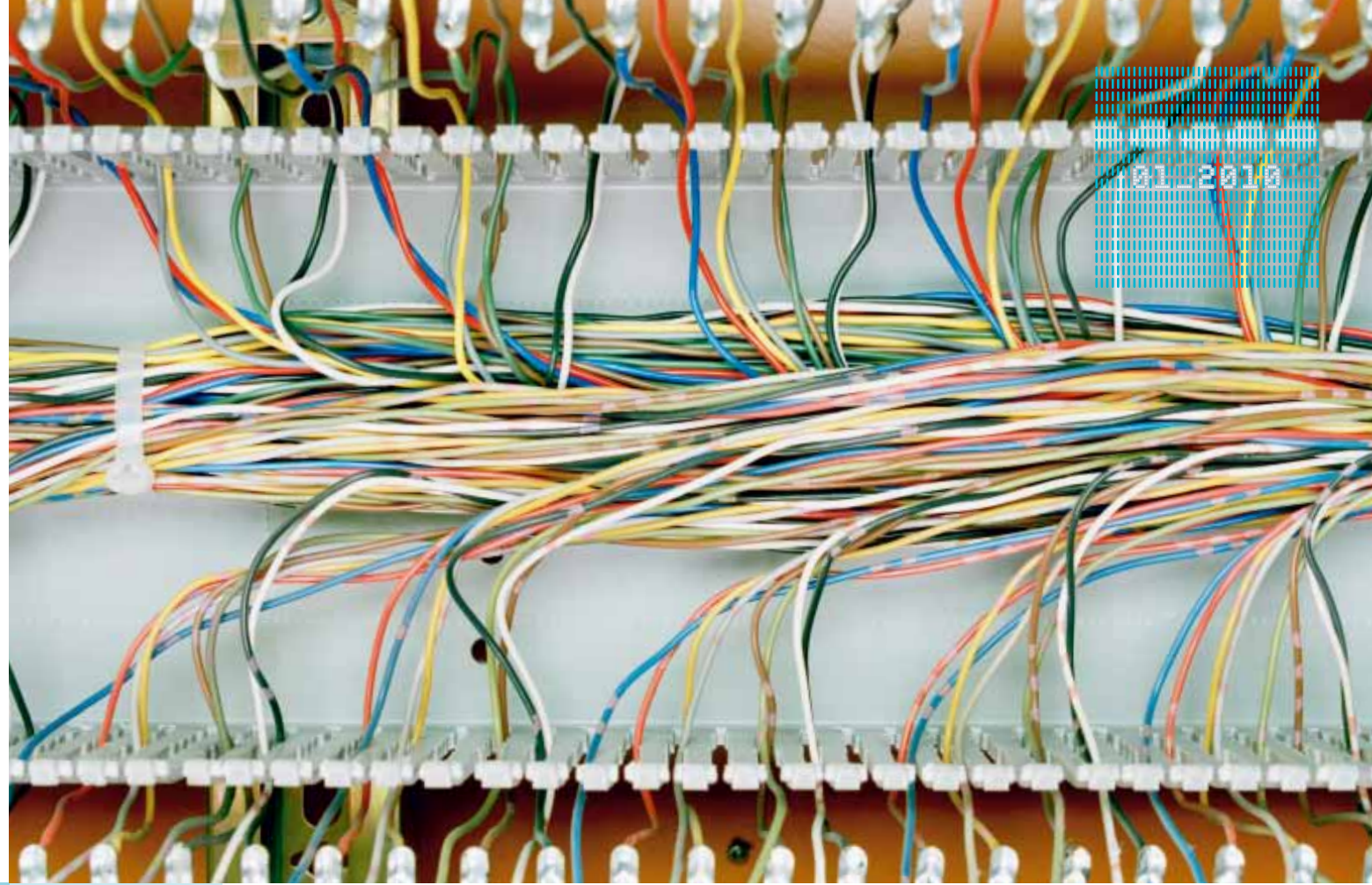


design the future –
we can!



Ball Packaging Europe
Holding GmbH & Co. KG
Kaiserswerther Straße 115
40880 Ratingen, Germany
PO Box 10 1257
40832 Ratingen, Germany
Phone +49 2102 130-0
Fax +49 2102 130-130
www.ball-europe.com

Can Courier

The Ball customer magazine



EDITORIAL |

Think, act and read globally

For a company with a worldwide presence like Ball's, global thinking and acting is sometimes taken for granted. And the same now goes for reading – after all, this is the second edition of Can Courier distributed in both North America and Europe.



The first global edition of the Can Courier published in the fall of 2009 was a great success. The editorial mix of news from within our business and developing market trends that may affect our customers was well received by business associates on both sides of the Atlantic. ↪

Both editions featured several common articles as well as reports of particular interest to our European or American customers. ↪

Customers around the world tell us that they value the insights provided by this format and we are sure this edition of Can Courier will not disappoint. We especially recommend the following articles:

Everyday life meets marketing – it has long been believed that people make purchasing decisions based purely on rational motives, especially for daily necessities. Some now believe that this is not the case, and specialists are studying the new discipline of neuromarketing to learn more. Find out what really makes people tick in the supermarket, and how these findings can be used in marketing *on pages 20 to 25.* ↪

More than metal: Beverage cans must attract the consumer's attention on store shelves or at venues. That is why Ball is constantly working to give

cans visual, tactile and practical added value through innovative production methods and solutions. You can discover Ball's latest sensory innovations for cans *on pages 12 to 15.* ↪

Sustainability throughout the supply chain is just as important for business success as the can design: And Ball has shown how we are leading the way and working to set the best possible example of a sustainable business in our second sustainability report. Take a quick look at some of the milestones we've achieved and new goals we've set in our latest report *on pages 8 and 9.* ↪

In addition, you can learn all about major, worldwide recycling projects and initiatives we support *on pages 26 to 27.* //

We hope you enjoy reading these and the other articles in the Can Courier.

John A. Hayes
President and Chief Operating Officer, Ball Corporation

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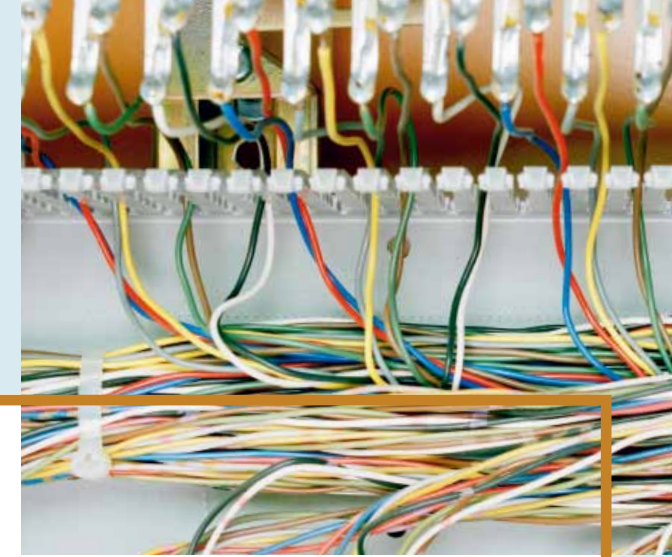
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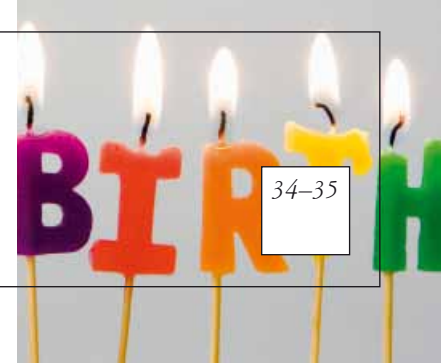
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INSIDE |

At Ball all clients are VIPs

It goes without saying that for Ball all customers are very important persons. But in our new customer survey, VIP stands for value improvement partnership and improving value is exactly what it's about.

Customer satisfaction is a decisive success factor in Ball's customer relationship management (CRM) program. To improve it we have introduced a new process that requires action throughout the company. Under the name value improvement partnership (VIP) we have begun a continuous improvement process by asking our customers about their needs and whether Ball is meeting them. "In that way we learn where we need to improve," says Gerlof Toenhake, Director CRM and VIP project manager at Ball Packaging Europe. ↪

With the VIP program we ask for our customers' attention for ten minutes twice a year. The information is not provided anonymously, but is kept strictly confidential. That way we are able to look very systematically at each individual customer's wishes and requirements and respond more directly with suitable measures and service. ↪

First test in Europe successful

Recently we tested VIP in Europe with a large, international customer. "With a good participation rate of 58%, we were very pleased to receive an overall satisfaction score of 8.2 out of 10," says Toenhake. "We recognize, however, that there are areas where we can improve." ↪

The VIP gives Ball a process to use this customer feedback to "close the loop:" Ask – understand – improve – and ask again. ↪

International rollout underway

After the successful "dress rehearsal" in March 2010, surveys at four other key accounts in Europe took place. Ball has adopted the VIP system in North America as well. In mid-2010 our metal beverage packaging,

Americas, division will survey a group of North American customers. Later this year, our other packaging divisions plan to adopt the system. ↪

Through our VIP program, we are on the way to better customer satisfaction throughout the world. See for yourself how we create added value with trusting partnership – as our VIP. //

SUSTAINABILITY |

2010 sustainability report emphasizes shared value

Ball published in June its second sustainability report. Its focus? Balancing economic, environmental and social impacts in the company's decision-making and activities to create long-term, shared value.

The materiality process Ball initiated with key stakeholders helped determine our sustainability priorities.

Sustainability has become more ingrained within Ball Corporation since the publication of the company's first sustainability report two years ago. "Sustainability is connected directly to creating value for our stakeholders and for Ball," explains Gerri Walsh, Director, Packaging Industry Affairs. "Balancing the needs of our customers, our shareholders, our employees and communities and our company requires a thorough understanding of the impacts of our company and our products so that we can focus our efforts to have the greatest success from a triple bottom line perspective." ↪

Detailed information to be found online

Ball's 2010 sustainability report, available with expanded information on our website, introduces our sustainability priorities and long-term direction. They are a key component of our strategic goal-setting and planning process to drive measurable results and were determined in part by the materiality process we initiated with key stakeholders in 2009:

- _Packaging: We will develop the lightest-weight, most recycled, consumer-preferred packaging for the markets in which we compete.
- _Energy: We will significantly and cost effectively reduce our energy consumption.
- _Water & Waste: We will reduce our water usage and send zero waste to landfills.
- _Safety: We will have zero accidents in our facilities.
- _Talent Management: We will recruit, develop and retain talented, diverse employees who share our core values and reflect our communities. ↪

Progress and accomplishments

Ball made significant progress on our sustainability goals during the past two years, including:

- _Investing more than \$36 million in energy savings projects, helping us to reduce absolute energy usage by 11% and improve energy efficiency (which we measure per 1,000 units) by 9%.

- _Reducing the company's greenhouse gas emissions globally by 13% from our 2002 baseline, on our way to our goal of 16% reduction by the end of 2012.
- _Expanding the manufacturing of our lighter-weight beverage can end to Europe and to a newly acquired US plant. When completed in 2011, this action will result in a reduction of more than 10,600 tons of aluminum used annually at full production and approximately 144,946 tons of CO₂ emissions.
- _Reducing our absolute water usage by 8.6% and improving water efficiency by 5.5%.
- _Enhancing our global health and safety program and realizing a 27% improvement in our total recordable incident rate in the past year. ↪

You can learn about this and Ball's progress and goals in our 2010 sustainability report at www.ball.com/sustainability. //



CAN MARKET

Poland – our market of the future in Eastern Europe

So far Poland was, with growth rates of up to 30%, the most dynamic market in Eastern Europe for Ball Packaging Europe. And there is a good chance that – despite the global economic crisis – it will remain that way also in the future. Since in Poland the can is considered a premium package and belongs to a modern lifestyle. In 2009 a total of 4.26 billion beverage cans reached the consumers.

When people from the young scene meet in Poland, the can is seen as belonging to the modern lifestyle.



Due to its sustained economic growth, experts from the “Financial Times” assume that Poland is the only country in Europe that could survive the world economic crisis without a recession. Accordingly, the affluence of the population is constantly increasing and consumer confidence is extremely favorable – particularly for the beverage can. ↪

Steadily rising per capita consumption

In 2009 the per capita consumption of beverage cans in Poland was 104 – more than twice as high as 5 years before. The biggest share is contributed by the beer segment with 90 cans per head. Hence the beverage can share in beer packaging has risen to 47%. Also, in the case of soft and energy drinks, it is mainly young Poles who choose cans. Particularly small cans for a quick refreshment ensured, as compared with the previous year, a growth of 14% in the case of carbonated soft drinks and 58% in the case of energy drinks. The can wins points in Poland thanks to its many advantages: Easy to handle, light to transport and simple to store. And as it is considered trendy and modern, creative design possibilities are forever setting new and more exciting images on the sales shelves. ↪

A package of calibre

In Poland, the largest share of beverage cans is made up of the classic 33 cl and 50 cl sizes. In order, above and beyond that, to set up further new buying stimuli Ball Packaging Europe is offering the beverage producers in Poland a large number of market-aligned special sizes:
_The 15 cl slim can for isotonic drinks
_The 25 cl can for the growing energy drink market
_The customized special size 44 cl, an innovation in the beer market
_The 50 cl embossed can for unmistakable brand appearances
_The 56.8 cl can, a new pint size which is greeted with enthusiasm in Poland particularly by those consumers who lived and worked in the UK for some time ↪

Also under-the-tab printing – where winning codes can be printed under the opening tab – is used more and more often in Poland for promotions and it ensures sales success. And as regards recycling, Poland is above the European average and by linking to the Recan recycling system, recycling rates are well above the EU target. Overall, therefore, Poland is a market which, thanks to its growth, provides a lot of potential and prospects. //

INNOVATION

Value-added cans for every market

In the 21st century consumers are more demanding than ever before. Products don't just have to fulfill a certain function; they must reflect a whole attitude about life. To this end, Ball's innovative beverage cans offer a bit more, an "added value" for consumers that can help drive sales for brand owners.

In markets worldwide, people no longer buy a simple package – they buy an experience, a lifestyle, an attitude. "Our market research has identified five long-term mega trends that influence consumer buying behavior: Individualization, premiumization, health and well-being, convenience and ecology," explains Rob Miles, Vice President Sales & Marketing, Ball Packaging Europe. "For us the challenge was to translate these trends into concrete innovations which are a tailor-made response to consumer needs." Ball's global innovation teams are focusing their research and development work on two main strategic areas: Functional and emotional innovations. "In the functional category we are working to make the can more environmentally friendly or provide added convenience," says Miles. "In the case of emotional innovations it is a question of 'sight, touch and taste' – that is, visual or tactile effects as well as the senses of taste and smell." –

Functional value added: From cans on the go to cool

By now there are a number of successful examples of "functional" and "emotional" innovations from Ball. Reclosable cans are the ultimate convenience solution for consumers on the go, and Ball provides three different options. The Ball resealable end, introduced in France in 2008, is now sold in the Netherlands, the United Kingdom, Germany and the US. Consumers in the US are also enjoying an increasing number of brands and beverages in the Jumbo Cap Can and

Alumi-Tek® bottle. Some new brands include energy drinks in the Cap Can, and four new protein shake brands in 12 and 16 oz. Alumi-Tek® bottles. –

Another plus for convenience comes from thermochromic ink which changes color to let consumers know when their canned beverage is cold enough to drink. Because the consumer benefit almost literally hits you in the eye, beverage cans with temperature-sensitive inks are currently conquering more and more international markets: Coors Light uses the technology in North America and Europe to enforce its brand strategy of "ice-cold refreshment." In addition, Perrier water in France, Tango soft drinks in the UK and the Serbian energy drink Cockta have been on the market in cans with thermochromic ink since early this year. –

A feast for the eyes

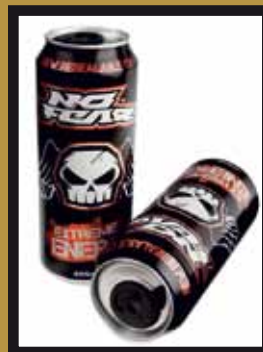
With innovative printing processes, Ball turns beverage cans into small works of art and provides an emotional experience for consumers. The Eyeris® printing process provides high-definition graphics using laser-engraved printing plates that permit higher dot density ("dots per inch") and thus finer decorative effects. Even the smallest details are given distinct contours thanks to the high resolution. Ball goes one step further with digital printing where the printing reaches true photographic quality. The digital printing process does not require prepress work, saving a step when preparing »

Top left_The Alumi-Tek® bottle with the screw cap. Trendy and practical.

Top right_“Matte finish”: gives a velvet effect with a printed can end.

Bottom left_The reclosable BRE from Ball.

Bottom right_“Club Cans” with fluorescent printing varnish are an eye catcher in clubs and at parties.



for production and allowing cans with custom designs to be produced within a very short time frame. Digital printing is an excellent option for premium brands and promotional campaigns. →

The new can feeling

The new matte finish shows that one can also appeal to other senses with special can printing. The velvet effect is not only worth seeing, but also worth feeling. Matte varnish coatings produce a slightly rough surface finish and a stylish, muted appearance that is well illustrated by the Rockstar Energy Cola cans introduced in the US early in 2010. The strikingly cool black look of the can is reinforced by the black can end and the laser-incised tab. →



A further improvement to the feel of the can is tactile printing. With it, surface structures can be produced resembling, for example, a lemon or an orange. Exquisite decoration can also provide an experience that can be identified by touch, as with the new Heineken can that was launched in Poland at the beginning of 2010. →



A custom-taste experience

Because they're impervious to light and air, all cans provide excellent taste protection. But some go further to ensure a great taste experience. The Twin Can is an ideal packaging solution for cocktails because it keeps the non-alcoholic and alcoholic components of a beverage separate until the moment of consumption. Beverage cans which release aromas and flavors to enhance the consumers' sensory experience of fresh fruit or hops are currently in development at Ball. →

As these examples show, a can is not simply a can – depending on the value it adds, it can be the perfect solution for every target group, every trend and every market. //

For premiumization, the package, the look and the contents have to match – Ball cans with built-in value-added solutions represent the image and drinking experience of branded beverages.



Top_Whether premium water or light beer – the “interactive can” indicates the right drinking temperature and ensures optimum enjoyment.

Left_A good feeling. “Tactile varnish” produces a palpable 3-D effect with overprinting.



With 25 years in the packaging industry and more than 20 years at Ball Corporation, Ray Seabrook is well prepared to lead the company's operations.

In 2010, Ball promoted Raymond J. Seabrook to the new role of Executive Vice President and Chief Operating Officer, Global Packaging. Seabrook has contributed to Ball's financial success for many years and brings a strong, disciplined approach to Ball's global packaging operations. He reports to John A. Hayes, President and Chief Operating Officer of Ball Corporation. →

A native Canadian, Seabrook joined Ball Corporation in 1988 with the formation of Ball Packaging Products, Canada. He became corporate vice president and treasurer in 1992 and chief financial officer in 2000. He has been executive vice president and chief financial officer since 2006. →

In his role as CFO, Seabrook intensively advocated EVA® (Economic Value Added) as the driver of business performance at Ball and worked to keep it top of mind for all Ball employees. As the company's top financial officer, he tied EVA and its principles to Ball's corporate policy and helped communicate and explain those principles to employees throughout the company. →

A true leader at Ball

John Hayes summarized Seabrook's aptitude for managerial tasks in operational business saying, "Ray Seabrook will bring knowledge and experience gained from 25 years in the packaging industry and more than two decades with Ball Corporation to the new position of chief operating officer, global packaging. Packaging products make up

more than 90% of Ball Corporation's sales, and we look forward to having a strong, disciplined leader in Ray to lead that business." →

Reporting to Ray Seabrook are the presidents of Ball's global metal beverage packaging divisions, including Metal Beverage Packaging, Americas; Ball Packaging Europe; Ball Asia Pacific Ltd.; as well as our metal food and household packaging products and plastic packaging divisions. Michael D. Herdman, Vice President and Chief Commercial Officer; Robert A. Lauterbach, Vice President, Strategic Sourcing; and Michael L. Vaughn, Vice President, Packaging Innovation; also report to Seabrook. //

INSIDE

Seabrook leading the charge for global packaging operations

Ball is one of the world's largest packaging companies and arguably the leading manufacturer of beverage cans. While size matters to some, it is more important to Ball to be the best and most profitable. That is where Ray Seabrook comes in.

INSIDE |

A new face for Europe

With immediate effect, Simone Cafferty is appointed Sales Manager at Ball Packaging Europe responsible for selective European key accounts. She is already particularly acquainted with the handling of big brand names following her career within a number of international and European organizations.

Simone Cafferty joined Ball Packaging Europe in March 2006 as the Sales Manager for the United Kingdom and Ireland, handling international accounts in both the beer and soft drink markets across the UK, Ireland and also Finland. →

Simone has long held an interest in international business relationships, starting with her graduation from the University of Wales (Aberystwyth) with a B.Sc. (Econ) Hons in Political Philosophy with History and Law before completing her M.Sc. (Econ) Hons in International Relations. Having completed her education she started her professional career in London, gaining extensive experience in her dealings with international clients across Europe, Asia and the US, in the position, amongst others, of Global Account Manager, managing the account of a high-profile computer manufacturer. →

Professional and sustainable strategies

“Ball Packaging is committed to being close to our customers; the recent customer survey provides an excellent basis from which we can ensure we are aligning ourselves to their present and future needs,” says Simone. She intends to use those insights to formulate focused key account plans. “Understanding

our customer strategies and requirements is important for my role, but it is how we react to that information that is critical to developing strong relationships with our customers,” she explains. Clear communication, both external and internal, will be central to Simone’s approach – regular customer contact, listening and understanding customers’ needs, and coordinating the delivery of structured, detailed action plans to address those needs. →

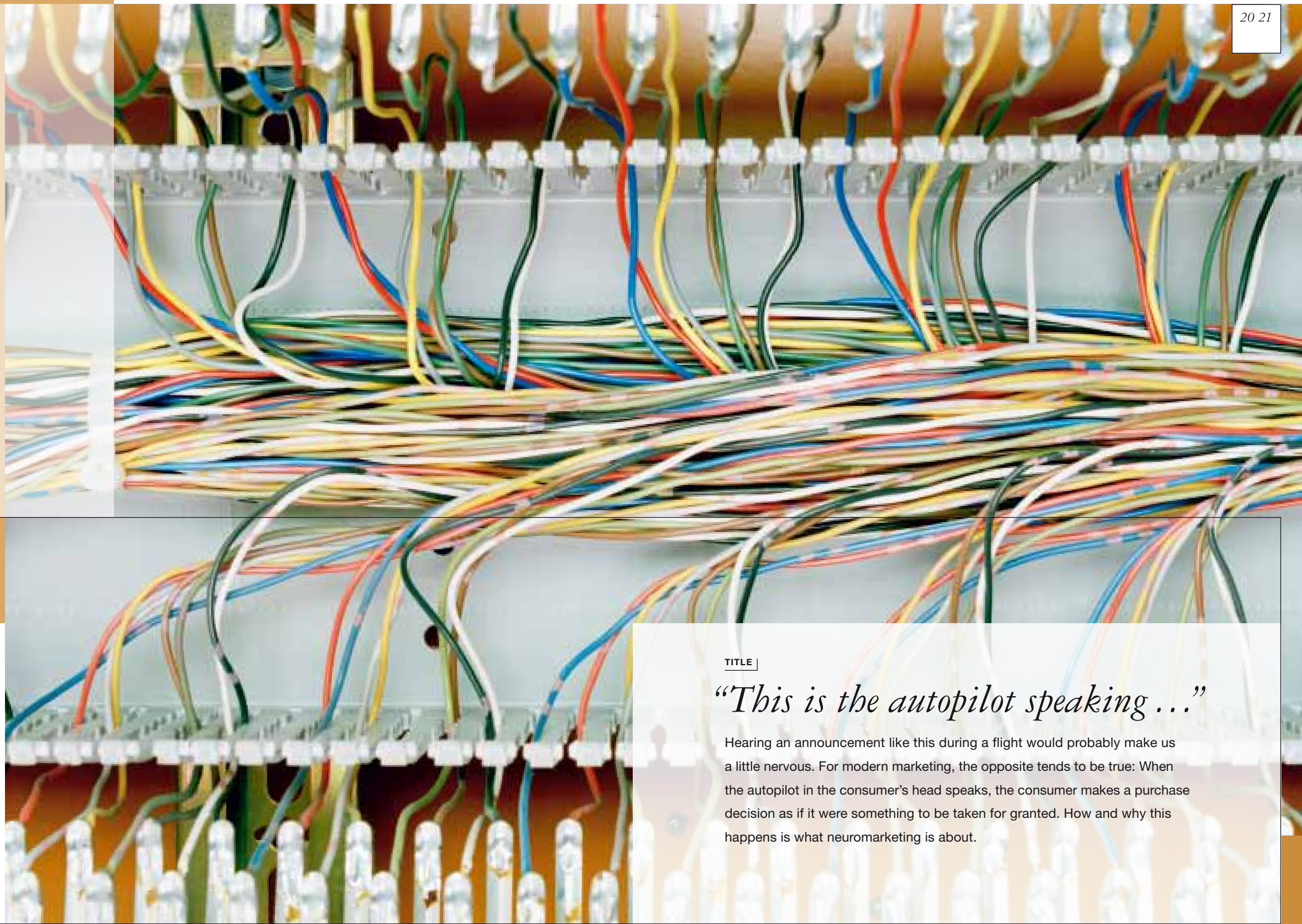
“Top of the agenda is the delivery of high-quality products against the agreed service levels, but customers today take that as a ‘given’. Ball Packaging needs to deliver value-added strategies through which both parties can generate value,” Simone points out. “Sustainability and innovation are both key areas in which Ball Packaging is well placed to support our customers and we need to ensure we deliver against that.” →

In her new role as Sales Manager, Key European Accounts, Simone Cafferty reports directly to Jesus Gainza, Regional Sales Director, Western Europe, at Ball Packaging Europe. Simon Gresty, who previously held this post, will now concentrate entirely on the Russian market. →

We wish Simone Cafferty every success for the future. //



Already acquainted with the handling of big brand names: Simone Cafferty, the new Sales Manager for selective European key accounts.



TITLE

“This is the autopilot speaking...”

Hearing an announcement like this during a flight would probably make us a little nervous. For modern marketing, the opposite tends to be true: When the autopilot in the consumer’s head speaks, the consumer makes a purchase decision as if it were something to be taken for granted. How and why this happens is what neuromarketing is about.

Marketers used to develop their messages assuming that the rational or emotional part of the brain looked after purchase decisions – and that was it. The new research discipline of neuromarketing shows that this model is obsolete today because the criteria that lead us to purchase something – or that hold us back from doing so – are different and more complex. These criteria are based on brain scans by a magnetic resonance scanner that measures the quantity of oxygen-rich blood in the brain showing where thoughts or decision processes take place to the exact millimeter. Let us give an example of a failed product launch which could have been avoided with neuromarketing methods. →

The Segway scooter flop

In the US, the Segway was supposed to revolutionize private transport at the end of 2001. Cars, bicycles and motorbikes would become more or less superfluous. Surveys indicated it would be the most successful product launch of all time and production capacities of 40,000 units a month were planned. Then Segway entered the market: A handlebar on a standing platform for the driver, with two thick tires. Just 6,000 units sold in the first two years. What happened? →

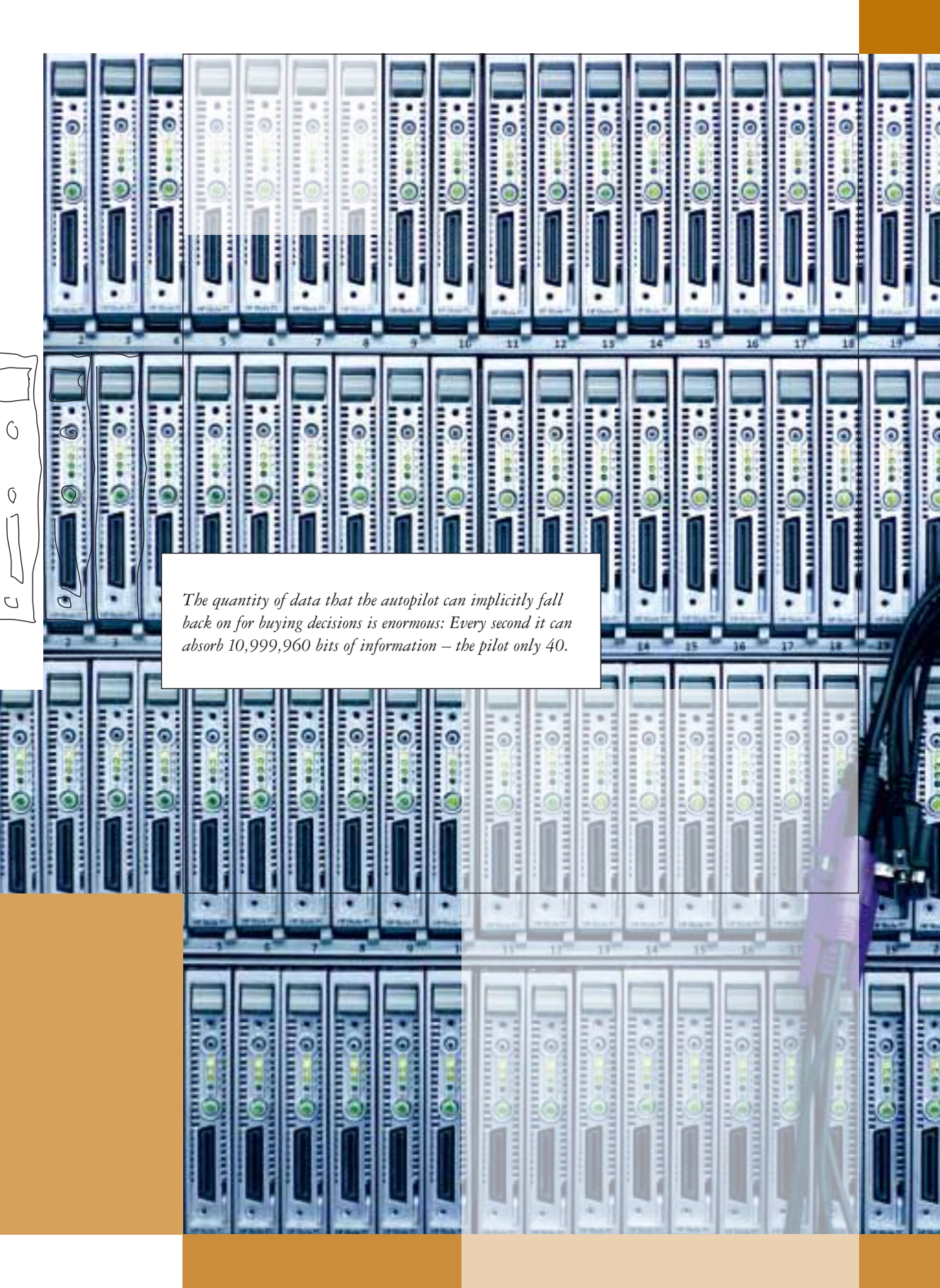
Today about 80% of all product launches worldwide fail within the first three months. It follows, therefore, that classic marketing and market research methods seem to be ineffective, and criteria for success or failure might be better determined with a look at brain structures and brain waves. →

11 million bits per second

Every second the five senses supply our brain with enough data to fill a disk. The consciousness can, however, only process about 40 of these bits. The remaining 10,999,960 are not lost – they are absorbed unconsciously. In neuromarketing, these two brain levels – the 40 bits of consciousness and the unconscious data – are called the “pilot” and the “autopilot.” → »



The hemispherical model of the brain with a rational and an emotional level is outdated. Neuromarketing shows that the processes are much more complex.



The quantity of data that the autopilot can implicitly fall back on for buying decisions is enormous: Every second it can absorb 10,999,960 bits of information – the pilot only 40.

The psychologist and brain researcher Dr. Christian Scheier attributes to the pilot the conscious, explicit processes and to the autopilot the unconscious, implicit processes. As both simultaneously include cognitive and emotional elements, this model describes the reality in the brain much more clearly than with the distinction “emotional vs. rational.” We can present the constant dialogue of the two levels on the basis of a simple purchase decision in the supermarket. –

The dialogue in the supermarket

In the case of everyday products, most consumers make their purchase decision – which they consider to be rational – in just under two seconds. In reality, the autopilot has unconsciously made implicit comments and, with enormous quantities of considerations and associations, brought about a decision. This characteristic of the brain has been conditioned by evolution: Our ancestors had to decide whether to escape or attack in dangerous situations at lightning speed. Without the ability to process unconscious information we would probably need hours to make one purchase. –

The traces in our beads

Neuromarketing expert Martin Lindstrom speaks of “somatic markers.” According to him, all of our experiences leave behind – as in Socrates’ wax tablet metaphor – an impression which functions like a kind of bookmark for fast access in the brain. Depending on whether an experience is linked with reward or with pain, a constantly growing system of values develops. Dr. Scheier defines the three values of safety, autonomy and excitement as the most important, implicit, basic motives and decision-making criteria and supplements them with the categories of control, adventure and enjoyment. –

Reward leads to decision

Going back to the Segway scooters ... during a survey, the pilot in the brain could perhaps have explicitly said, “That could be a future means of locomotion.” On the

other hand, the autopilot would have implicitly said, “But the thing looks funny. Isn’t that dangerous with only two tires?” The “safety” value was therefore not adequately served and implicitly ensured rejection. Since, at the time of the product launch, trust was placed only in surveys, failure was pre-programmed. –

A brain scan would perhaps have shown that the implicit reservations concerning safety upon seeing the vehicle were too high for it to be positioned as a suitable option for mass transportation. Then the Segway marketing strategists would have had several options. They could have advised against the market launch or could have revised the product design to improve implicit safety features. They could, however, have also repositioned Segway as a fun sports device or as a police patrol vehicle – e.g. with a campaign that implicitly serves the motives of adventure and excitement or control and safety. –

Autopilot steers without detour

What does this mean for product launches and marketing campaigns? In consumer surveys the pilot oriented to meaning speaks. However, the path to the purchase decision goes through the autopilot that seeks implicit reward. Neuromarketing can show us how high the consumer’s level of acceptance for products or campaigns could be as well as what kind of reward they seek. In that way marketing campaigns could be conceived more systematically and products or campaigns could be optimized to address the implicit motives of the desired target group. In a nutshell, if we hold out the prospect of a reward for the autopilot, he convinces the pilot on his own. It sounds almost too easy to be true. //

SUSTAINABILITY

From trash to treasure – empty cans deliver value

Ball actively supports recycling initiatives around the world because used cans are a valuable resource. The basic idea behind sustainable production is simple: It is best not to use virgin materials – in our case aluminum and steel – to produce cans.

Two key factors that sustain the environmental benefits of beverage cans are can weight, or amount of metal in each can, and the recycling rate. Since Ball first began making cans, lightweighting has been a fundamental part of our business for economic and environmental reasons. Today's 12 oz. aluminum can uses about 40% less metal than in 1970, increasing production from about 22 to 34 cans per pound. Between 1995 and 2009 the weight reduction of the 0.5 liter steel cans we make in Europe reduced CO₂ emissions through the can's life cycle by more than 20%. →

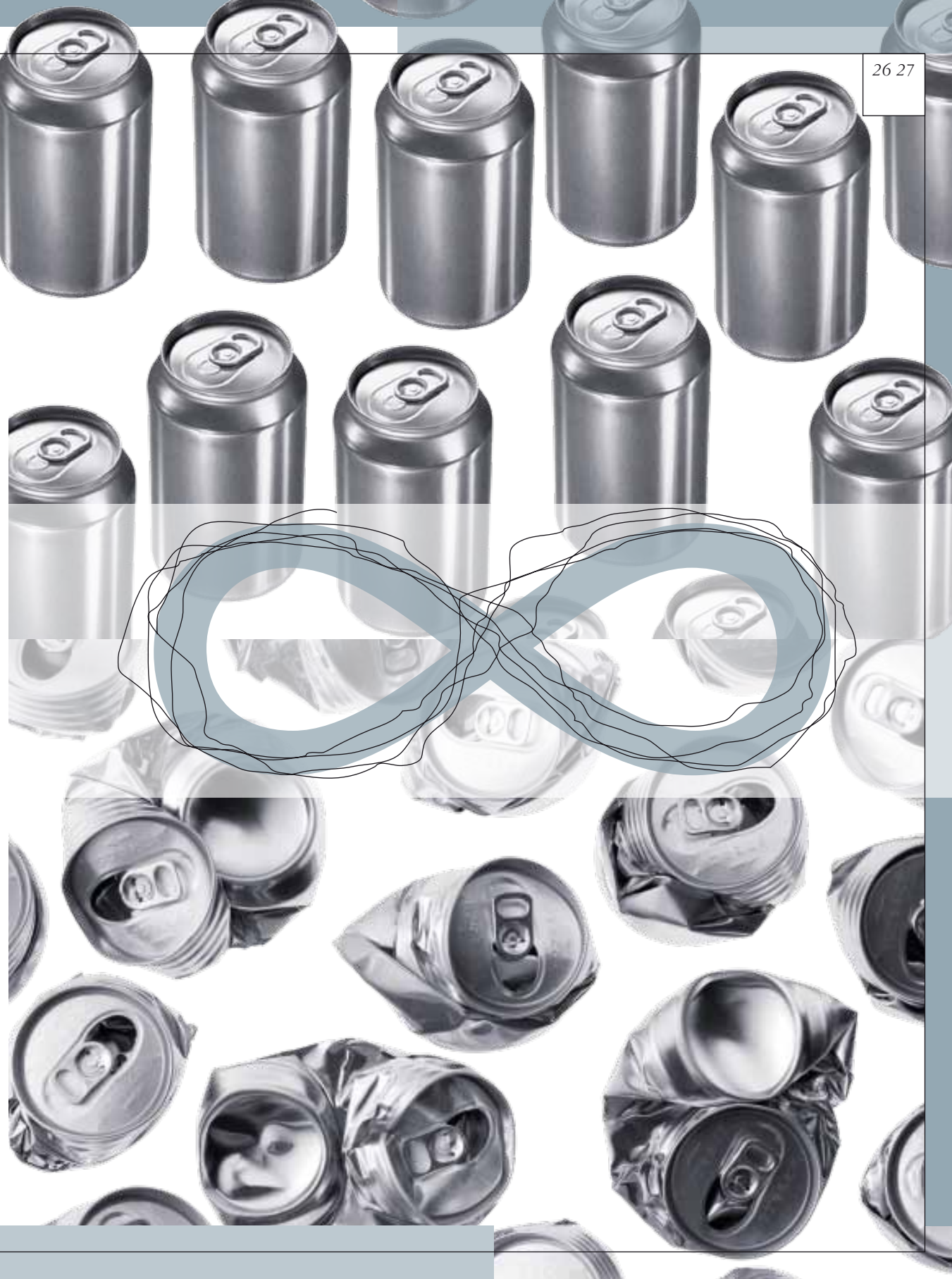
Long live the can...

Recycling saves raw materials and energy, so the higher the recycling rate, the better for our environment and our climate. Using recycled metal instead of virgin materials to produce cans saves a great deal of energy – up to 74% for steel cans and up to 95% for aluminum cans. In addition, steel and aluminum beverage cans are 100% recyclable and can be reused an infinite number of times without any loss of quality. In 2008 the US aluminum can recycling rate was 54%, the highest rate for any beverage container. In 2007, the worldwide recycling rates for aluminum and steel were 69%. To increase this further, Ball supports various collection and recycling systems for packaging around the world. →

Recycling in action

- _In 2008, the Curbside Value Partnership, which Ball supports, and Keep America Beautiful joined forces to increase the number of municipalities collecting and recycling waste and to raise the recycling rate with the help of information campaigns. The result: A 23% recycling rate increase and 18% more participants.
- _In the United Kingdom, Ball worked with other organizations to create the "Every Can Counts" recycling initiative. It supports can collection outside the home with collection boxes located in businesses and universities (see Can Courier 01/2009).
- _During the 2008 Olympic Games in Beijing, China, Ball and the Chinese government initiated a training program called "Energy Saving and Environmental Protection for a Green Olympic Games." About 100,000 schoolchildren in 130 schools were shown the importance of can recycling. →

And those are just some of many national and local recycling initiatives Ball supports to make a positive contribution to the environment and climate protection. //





Norman Lett, UK Recycling Manager at Ball and Project Manager of the Kerbside Stimulation Program: "Individual recycling efforts do make a difference."

SUSTAINABILITY

Customized recycling campaign is really unique

How does one develop a country-wide campaign that makes beverage can recycling something to be taken for granted? That was the question facing the European association of beverage can makers, BCME, when the British government fixed new targets for metal recycling. This became the starting pistol for a unique project under the leadership of Ball Packaging Europe.

Initially in the UK, there was a goal of achieving metal recycling rates of 50% in line with EU regulations. New UK targets are 75% by 2020. Enhanced kerbside collection, i.e. recyclables collected at the roadside, is the only practical option but this entails several challenges right from the outset:

- _In the United Kingdom – with 8.5 billion beverage cans filled annually and the largest market in Europe – recycling remains the producer's responsibility.
- _While 52% of beverage cans are recycled from aluminum and steel, the rate for all aluminum packaging is only 35%.
- _Whilst 97% of all British local authorities provide metal collection via kerbside schemes, only some 40% of available metal is captured this way.
- _The system is not organized on a centralized basis, each of the 440 local authorities operates autonomous schemes. →

Innovative market research as the basis

As he was the initiator of the "Kerbside Stimulation Programme", the BCME appointed Norman Lett to the position of project manager. The UK Recycling Manager at Ball made use of his contacts at the British Department for Environment, Food and Rural Affairs (Defra) and its delivery body, WRAP (Waste & Resources Action Programme) in order to set a unique campaign in motion. He gained access to Defra's data regarding the composition of household refuse. This was analyzed with a consumer profiling tool. "In that way we were

able to segment the whole of the UK population by household into defined targetable clusters, based on: social background, quantity of metal packaging consumed and recycled, with which collection scheme type and also their level of recycling competence. This information was combined with a separate study that defined people's barriers to recycling or recycling more. The resultant picture highlights who to target and how to target," Norman Lett explains. →

Creative recycling demystified

A suite of creative communication materials was subsequently developed and tested. "What we found was surprising," says Norman. Elementary explanation of recycling coupled with reward and recognition was not what inspired recycling, they craved reassurance that "their own efforts really do make a difference." Such messages, coupled with positive desirable images of metal products, resonates with a much wider audience. "We were then able to craft a tailor-made demographic communication campaign," says Norman Lett. Initial success has already been achieved: Local authorities are enthusiastic and large steel and aluminum processors also want to support the project promoted by Ball. //

Despite the global economic crisis, the world market for beverage cans will likely grow to 300 billion cans by 2012. That growth will primarily come from Eastern Europe, Latin America and Asia. The can will remain a worldwide favorite package for beer in the coming years with growth of approximately 40 billion cans or 7.6% per year. →

North America holds steady

The US is the world's largest single can market, with 37% of beverage can sales, and will most likely remain so in the coming decade. In annual per capita consumption, Americans lead the world with about 116 cans of beer and almost 190 cans of carbonated soft drinks. With 20 cans and end plants, Ball is very well positioned to serve North America. →

In Asia the volume is growing

The differences between East and West can be seen in the consumption of carbonated soft drinks: The annual per capita consumption in the US is 150 litres compared to only 10 in Asia; the worldwide average is 30. About 40% of soft drink consumption in Asia comes from China, where general economic data forecasts an 8.5% rise in gross domestic product (GDP) in 2010. It is easy to see the potential for the can in Asia. →

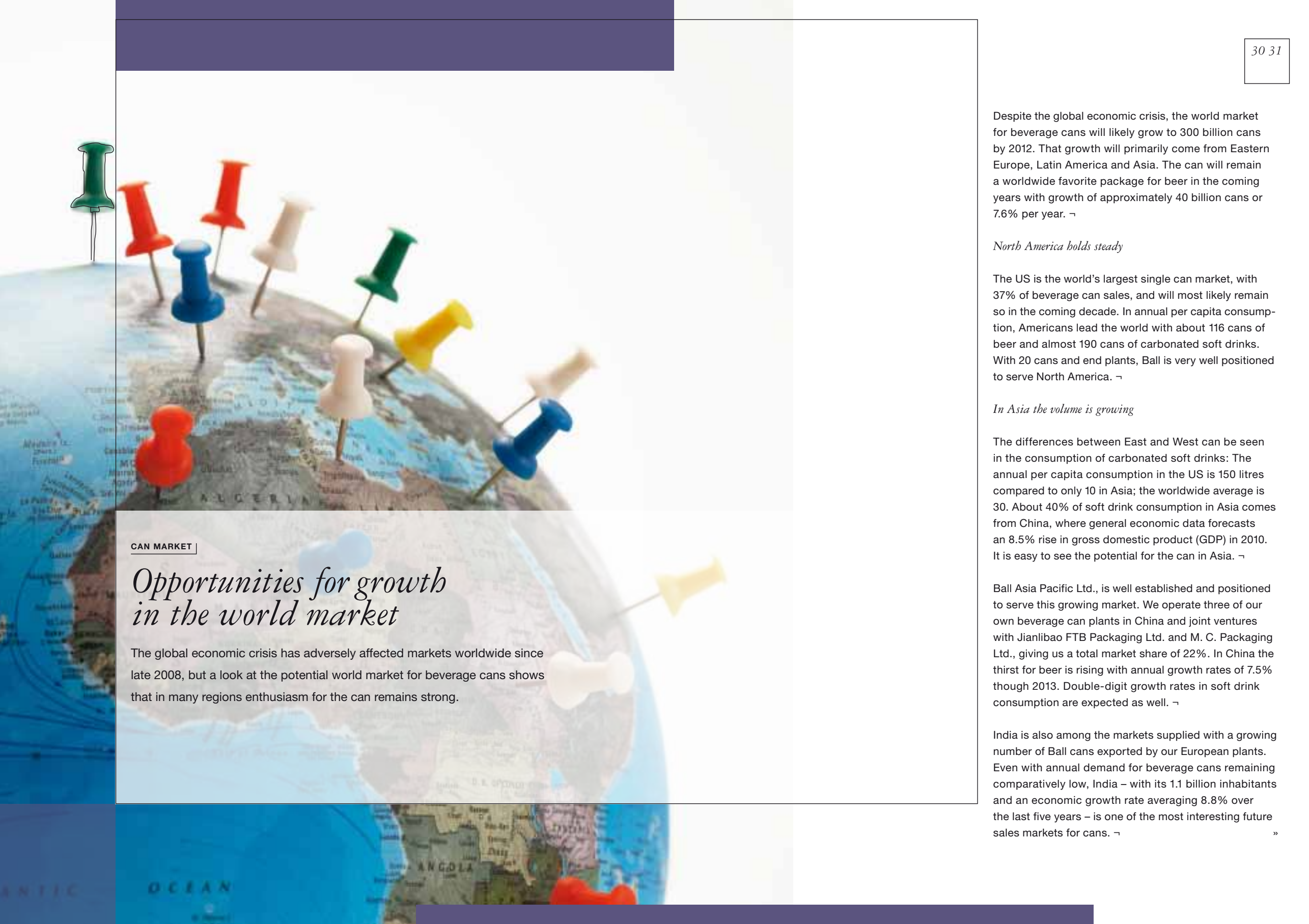
Ball Asia Pacific Ltd., is well established and positioned to serve this growing market. We operate three of our own beverage can plants in China and joint ventures with Jianlibao FTB Packaging Ltd. and M. C. Packaging Ltd., giving us a total market share of 22%. In China the thirst for beer is rising with annual growth rates of 7.5% through 2013. Double-digit growth rates in soft drink consumption are expected as well. →

India is also among the markets supplied with a growing number of Ball cans exported by our European plants. Even with annual demand for beverage cans remaining comparatively low, India – with its 1.1 billion inhabitants and an economic growth rate averaging 8.8% over the last five years – is one of the most interesting future sales markets for cans. →

CAN MARKET

Opportunities for growth in the world market

The global economic crisis has adversely affected markets worldwide since late 2008, but a look at the potential world market for beverage cans shows that in many regions enthusiasm for the can remains strong.



Great potential in Latin America

Latin American markets are also developing successfully. Of the large, raw material exporting countries, Brazil and Mexico appear to be recovering particularly well from the recession and are looking forward to an almost 3% rise in GDP in 2010. Thanks to increasing buying power, a rise of 15% in beverage can demand is expected there. Ball already has manufacturing capacity in Brazil – a market where approximately 15 billion cans are sold annually. In addition to the two plants under the joint venture with Latapack-Ball Embalagens in Jacarei and Salvador, in late 2009 a new beverage can plant in Tres Rios began producing cans. Plans for a second line there were announced in March. →

Europe profits from the thirst for beer

Europe, with about 53 billion units, is the second largest market for beverage cans. In Eastern Europe, the can is profiting from its image as a premium lifestyle package and from the rising income of the population. So far

Poland and Russia rank among the promising markets with the most vigorous growth rates. It is true that this growth weakened a little in the difficult world economic situation, but prospects for the future remain positive. →

New markets to explore

With 13 production locations in Europe, Ball not only supplies customers in Europe but also potential markets in the Middle East and North Africa. Experts forecast annual demand there of 8 billion cans. In Africa, Nigeria and Angola are among the most important import markets for Ball. Nigeria, with approximately 140 million inhabitants, is the most populous country in Africa. For Angola, economic growth of approximately 9% is forecast for 2010. →

Global markets continue to develop despite the crisis – the thirst for canned beverages continues to grow. After all, in growing markets Ball is not only relying on new production capacities, but also on innovative can solutions in line with trends. A major event like the World Cup in South Africa will have soccer fans rejoicing worldwide – with cans in their hands. →

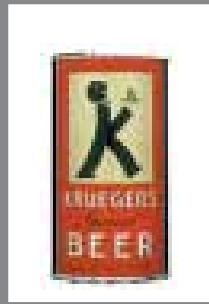
The majority of the data specific to the can market originates from the following sources:
 _Omega Research Associates: The Outlook for Metal Cans. 2008 Edition.
 _Canadean: Global Beverage Packaging, Global Summary. 2009. //

The popularity of the can as a convenient, innovative and environmentally friendly package is increasing throughout the world. Eastern Europe, Latin America and Asia are particularly important growth markets.



From left to right

- _1935: The beginning of a success story – the world's first beer can.
- _The evolution of the can over decades.
- _US canned beer in the 1940s – ACME Beer.
- _Febr's Beer in a historic bottle can.
- _The can – a modern lifestyle product.
- _The world's first revealable can from Ball.



CAN WORLD

Forever young – the beverage can is 75!

On January 24, 2010, the beverage can celebrated its 75th birthday! So let's take a look back at an American brewery in the year 1935...

75 years ago the Gottfried Brewery in New Jersey had the revolutionary idea of offering beer in a metal receptacle. Developed with American Can Company in January 1935, Kreuger's Beer was the first beer ever sold in a cylindrical metal can. That year about 200 million beer cans were sold in the US. Since then, demand for cans has grown steadily as they became the package of choice for all kinds of beverages. In 2009, almost 100 billion cans were sold in the US. ↪

In Westminster, Colorado, and in Bonn, Germany, Ball has its own research and development centers where can making experts constantly work to improve the can's look and sustainability. This ensures that consumers, brand owners and retailers not only get an optimum package, but also a little extra. //

