



At Ball, strong customer relationships are built on understanding and delivering what matters most to our customers.

As part of our commitment to prioritize the 'Voice of Our Customer' and to keep a real-time pulse on the market, we're strengthening our insights and marketing capabilities. Our dedicated team conducts custom market research, helping us better understand evolving customer needs and consumer preferences.

By leveraging these insights, we're able to shape meaningful solutions, refine our offerings and pressure test ideas — ensuring we stay ahead of industry and deliver real value to our customers.

Customer Growth & Innovation

Growth is a critical need for every customer, both in terms of volume and market penetration. We provide relevant solutions that help customers capture new growth opportunities, get to market quickly and scale production.

For some customers, such as poppi, this means expanding into new categories or geographies to meet increasing demand. For others, it involves successfully selling products through new channels, expanding existing retail partnerships, or innovating with inks, designs, shapes, sizes and functionality.

Delivering Market-Driven Solutions

— Dabur India Limited, an Indian consumer goods company, sought to launch a healthy, on-the-go beverage [see page 18](#).

— Poty Beverages, a Brazilian soft drink company, saw a consumer need for more sustainable packaging and acted accordingly [see page 17](#).

— After introducing a Braille-embossed lid to the Brazilian market in 2023, Edison Queiroz Group expanded its award-winning packaging solution to its canned water brand Indaiá.

Collaborating for Business Growth

— We worked with Deschutes, an independent American craft brewer, to mobilize and scale its business with Costco [page 17](#).

— We partnered with Meadow, a Swedish packaging technology company, to commercialize an innovative pre-filled dispenser for liquid soap in the personal and homecare market [page 16](#).

— Answering the customer need for large-diameter aerosol and impact-extruded bottles, Ball acquired Alucan, a European packaging leader with manufacturing facilities in Belgium and Spain.

Consumers make in-store selections in less than six seconds, with 80% of shoppers' choices based on visual shelf impressions.

Ball's Dynamark™ proprietary printing technology supports complex, high-definition designs, halftones, multi-color backgrounds and the ability to create up to 12 different design variations on the same shelf or display.



Simplifying Sustainability for Customers

A critical measure of commercial excellence is Ball's ability to help customers navigate sustainability challenges. Operating across diverse regions with unique consumer needs and regulations, our customers rely on Ball to:

- Reduce carbon emissions
- Improve packaging circularity
- Meet supply chain requirements

This allows them to focus on what they do best: creating products that their consumers love.

Commitment to Long-Term Partnerships

Our customer relationships are built on trust, listening and mutual accountability.

One such relationship is demonstrated with Ambev S.A., a subsidiary of Anheuser-Busch InBev, who recognized Ball for its commitment to decarbonization at the beverage leader's One Supply Chain 2024 conference.

In a testament to our two decades of partnership, Ball visited Maui Brewing Co. following the devastating 2023 wildfires. In the face of severe environmental, community and tourism impacts, Ball's Hawaii plant, Kapolei, supported Maui Brewing Co., ensuring continued operations and helping them navigate the period of recovery.

By knowing and understanding our customers, we consistently receive strong net promoter scores. We can think of no better or more fulfilling outcome, and we remain committed to delivering for our customers and inspiring confidence.

Meadow



As part of our commitment to developing circular, low-carbon aluminum packaging, Ball invested in a new partnership with Meadow, a Swedish packaging technology company that promotes re-use and recyclability. Through a modification to the beverage can's end, the MEADOW KAPSUL™ technology transforms them into versatile pre-fill containers, expanding their use to various categories, including personal and home care.

Meadow's packaging solutions use fully recyclable aluminum cans. The MEADOW KAPSUL™ can works as a cartridge that is pre-filled with products such as soap or shampoo and inserted into a reusable dispenser. Ball will support Meadow's packaging solution through our global plant network, ensuring Meadow's technology

reaches its full potential to deliver unparalleled efficiency, sustainability and scalability to consumer goods companies. This will help accelerate the consumer-packaged goods industry's adoption of circular packaging and alignment with legislation in the EU and U.S.

MEADOW KAPSUL™ packaging technology was awarded a Certificate for Excellence in Packaging Innovation by the Global Aerosol & Dispensing Forum (ADF). As a result of its simple yet disruptive approach, the MEADOW KAPSUL™ technology was also recognized with the 'Best of the Best' Red Dot Design Award 2024, the iF Design Award 2024, and the D&AD Wood Pencil Award 2024 for Product Design. It delivers unmatched convenience for consumers, seamlessly integrating into their daily routine, which incentivizes repurchase and builds brand loyalty. For brand owners, the MEADOW KAPSUL™ offers a cost-effective pathway to meet sustainability goals and creates clear opportunities for differentiation.



Push Energy Drink



Brazilian company Poty Beverages teamed up with Ball to launch a redesigned can for their Push Energy drink. By featuring the Aluminum Stewardship Initiative (ASI) certification logo, the can recognizes the growing demand among Brazilian consumers for more sustainable packaging. Ball's international ASI certification demonstrates our commitment to responsible sourcing, production and stewardship of aluminum and transparent management of our aluminum supply chain. Poty's Push Energy drink adds to a growing number of brands which have chosen to highlight the ASI logo on their cans.

Deschutes

Ball's customer, Deschutes, was looking for new and impactful ways to expand their partnership with Costco. As an independent craft brewer, this was no easy feat. After discussing ideas with Costco leadership, it became clear that a Kirkland-branded craft beer would provide tremendous value to Costco customers.

Ball partnered with Deschutes to bring their hand-crafted beer to Costco's beer fans with the launch of a Helles-style lager for the holiday season under the retailer's Kirkland Signature Brand. Deschutes needed its partners to act fast to get the Great American Beer Festival Gold Medal-winning beer into the hand of Costco's loyal club members and Ball became an instrumental partner.

The debut of the Kirkland Signature Helles lager meant a new label design and nearly doubling the number of cans Ball had to produce, with just a few weeks to meet the shipment deadline. By partnering to win, Ball's commercial and plant teams were able to match the speed and disrupt the marketplace to help deliver Kirkland's consumers a never-before-seen product.

"Launching this new product wouldn't have been possible without Ball's agility, partnership and ability to match our pace and flexibility. It means the world to us to have partners who can rise to the occasion, bring their scale and expertise and collaborate with us as we grow our business."

Peter Skrbek, Chief Executive Officer, Deschutes Brewery



Dabur

Ball partnered with Dabur India Limited, an iconic consumer goods company, to expand their Réal juice portfolio with the launch of the new Réal Bites in fully recyclable aluminum cans. Thanks to rising consumer demand for healthy beverages, the juice category in India recently recorded strong double-digit growth. Réal Bites juice offers a unique drinking experience with real fruit chunks in every sip.

The new aluminum cans provide a shelf life of up to one year, which is significantly better than other packaging materials and delivers fresh

taste for a longer period. The can was also designed with a wider opening for the fruit chunks. These innovations came to life in a packaging solution with improved sustainability.

The collaboration between Ball and Dabur comes at a time when sustainability is more important than ever to consumers who expect brands to offer high quality, innovative products in recyclable packaging. The circularity of aluminum as a packaging substrate aligns with the Indian government's target of achieving net zero emissions by 2070.

"At Réal, our goal is to continually innovate and cater to the evolving preferences of our consumers. The introduction of Réal Bites in aluminum cans broadens our product portfolio while meeting the demand for longer shelf life and more sustainable packaging."

Mayank Kumar, Vice President Marketing, Dabur India Ltd.



CavinKare

In May 2024, Ball announced our partnership with CavinKare, one of India's leading fast-moving consumer goods companies. Together, the two companies set out to disrupt dairy packaging by introducing retort two-piece aluminum cans for CavinKare's popular milkshakes. Retort aluminum cans are designed to withstand high temperatures during filling and pressures, preserving the flavor, nutrients and freshness of dairy products. These new aluminum

beverage cans are also lightweight, reducing transportation costs, while protecting against light and oxygen to ensure optimal product freshness, quality and integrity.

The launch of this expanded line of milkshake flavors in aluminum cans aligns with evolving consumer preferences for portability and convenience. The broad availability across multiple channels of this innovative packaging format will also appeal to a wide range of consumer segments.



"CavinKare is delighted to embark on this journey toward sustainable packaging options with Ball Corporation. Our transition to aluminum cans reflects our commitment to delivering superior quality products while minimizing our environmental footprint. This move underscores our dedication to making responsible choices that benefit both our consumers and the planet, as we actively work toward achieving a 100% commitment to more sustainable packaging and staying at the forefront of eco-conscious innovation."

Mallikeswaran KG, Business Head of the Beverages Division, CavinKare