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02\_2010



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# *Can Courier*

The Ball customer magazine





#### EDITORIAL

## *Nothing is certain, change is*

And no one knows this better than a global company like Ball. As a supplier to the beverage industry, we not only work with our customers to continually scout out new trends, we set them, too. What does this have to do with global challenges? For answers to this and many other industry questions, keep reading this issue of Can Courier.

“Panta rhei” – everything flows. Even as far back as Ancient Greece, the philosophers knew that nothing in this world is ever static. And that’s a good thing, too. Movement and change are the only way for us to bring about new solutions, interesting innovations and exciting discoveries every new day, all over the world. →

As Vice President Sales & Marketing in Europe, I see societal and social change up close. Responding to new developments with on-target marketing activities as well as anticipating developments and creating tomorrow’s technologies today are fascinating challenges we tackle with our customers again and again. →

Who wouldn’t want to know today what will be key tomorrow? That’s the subject of our cover story in this issue of Can Courier. One thing is certain: In nearly all the markets of the future, change stems from global challenges for which people are seeking solutions. This is how new economic cycles, new products and materials as well as new services for new social scenarios emerge. The most important ones are outlined *on pages 20 to 25.* →

Sustainability continues to be one of Ball’s top priorities. The success of our efforts is underpinned by life-cycle assessments confirming that beverage cans have changed for the better with significantly improved environmental performance throughout their entire life cycle. In recent years, an impressive amount of progress has

been made. In Europe especially – above all in Germany – beverage cans now make a convincing case for sustainability. For all the details, please turn *to pages 6 to 9.* →

This year, the beautiful, warm summer weather coupled with major sporting events such as the FIFA World Cup soccer tournament and the Tour de France provided additional reasons for a sharp upswing in the popularity of cans in Europe. For more details, see *pages 30 and 31.* →

And there is another positive change to report. The situation in Africa is improving for many people with many investments being made and new markets with massive growth potential currently developing. We provide an overview *on pages 34 and 35.* //

I hope you find this issue of Can Courier enjoyable and informative. Happy reading!

Rob Miles  
Vice President Sales & Marketing,  
Ball Packaging Europe

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Published by Ball Packaging Europe, Public Relations, Kaiserswerther Straße 115, 40880 Ratingen, Germany  
Phone +49 2102 130-0, Fax +49 2102 130-130

Executive Editor: Sylvia Blömker

Realization: RTS Rieger Team, Düsseldorf, Germany

Photos: Studio Schwertner, Düsseldorf p. 2, Coca-Cola, UK p. 10, Studio Schwertner p. 12, Fotoatelier Ad Lumina, Ralf Ziegler, Neustadt p. 12, Kompania Piwowarska, Poznan p. 15, Studio Schwertner p. 16, Studio Schwertner p. 18



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#### SUSTAINABILITY |

## *New life-cycle assessments make a convincing case for cans*

Companies in all industries are increasingly turning to life-cycle assessments (LCAs) to better understand the environmental impact of their products throughout their entire life cycle. The results of two new beverage can studies, one in the United States and one in Europe, are in and they highlight the significant ecological improvements cans have made in recent years.

The two LCAs show that the environmental impact of beverage cans depends largely on two parameters: the weight of the cans and their recycling rate. In Germany, for example, the quantity of material used in 0.5-liter aluminum and steel cans has been reduced by over 20% since 1995. Aluminum cans in the U.S. have become 15% lighter during the same period. Today, the can recycling rate in Germany is 95%, while the U.S. recycles 57% of all beverage cans. →

One of the principle advantages of metal cans is that they can be recycled over and over indefinitely with no loss of quality. As a matter of fact, cans are already the most recycled beverage packaging in the world. The Aluminum Association, which represents the U.S. aluminum industry, aims to raise the country's aluminum can recycling rate even further to 75% by 2015 to boost resource conservation and climate protection efforts. →

The fact is that the higher the recycling rate, the lower the product's CO<sub>2</sub> emissions. Why is that? Manufacturing aluminum from recycled material takes up to 95% less energy than producing aluminum from raw materials. The saving is 75% for steel. And any time energy is conserved, CO<sub>2</sub> emissions are reduced. →

#### *LCA proves cans gaining ground in Germany*

Germany's beverage can market differs from that of other countries in several respects. German consumers have fairly pronounced reservations about cans and their environmental qualities. A new LCA of various packaging systems for beer by the Institute for Energy and Environmental Research (IFEU) allays these unjustified misconceptions. The study evaluated the ecological impact of the beverage can in comparison to PET and glass packaging in the course of a life cycle – from raw material production to manufacturing to recycling – and emphasizes that the can's ecological profile has improved considerably in the last 15 years. → »

*Cans have gained ecological ground according to two new life-cycle assessments conducted in Europe and the U.S. Higher recycling rates have contributed, with other factors, to a marked improvement in the can's carbon footprint.*



In Germany, one-way packages – and beverage cans in particular – are often seen as less environmentally friendly. Refillable bottles, on the other hand, are generally assumed to be especially green. The IFEU study indicates that developments in the German beer market in recent years have resulted in major differences between the various types of refillable bottles. Many more customized bottles are hitting the market, making Germany's refilling system increasingly complex. Meanwhile, one-way packaging – notably cans – have gained ecological ground through a number of technological innovations. →

It is not possible to make general statements about the ecological advantages or disadvantages of specific beverage packages. The ecological profile of beverage packaging depends on the specific market and consumption situation. In certain scenarios when, for example, the transportation distances are relatively long and the return rate for a refillable bottle is relatively low, all packaging forms are roughly equal in ecological terms. And all types of beverage packaging have their own individual ecological strengths, which allow for an optimal packaging mix. As far as cans are concerned, "The beverage can manufacturers have done their eco-homework. Over the last 15 years, we have worked hard to make significant reductions in our use of materials and to reduce the weight of the can by up to 25%. These achievements are reflected in the results of the eco-balance study," says Gerrit Heske, Chairman of Beverage Can Makers Europe (BCME) and President of Ball Packaging Europe. →

*The U.S. also sees success hinge on sustainability*

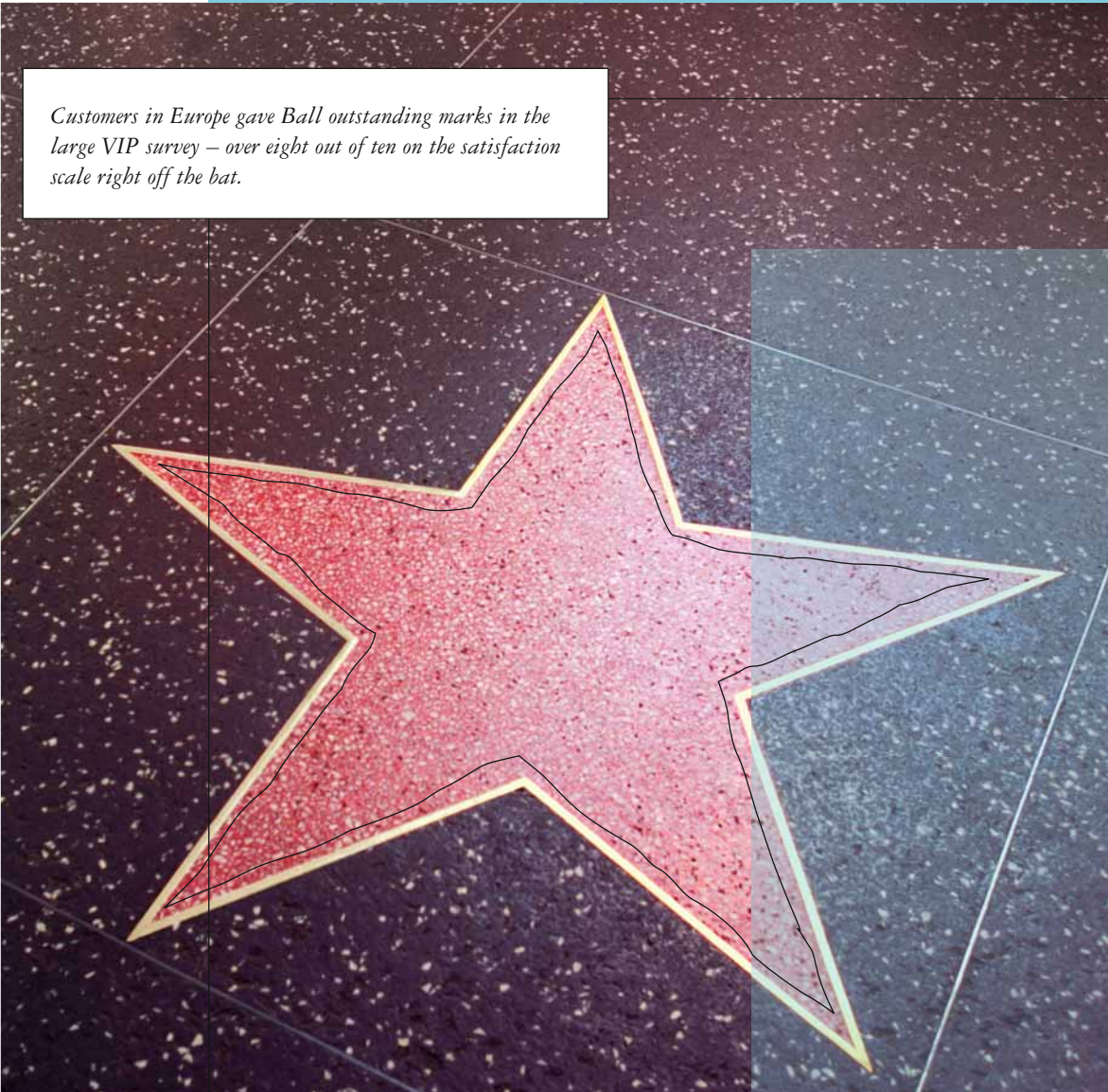
The U.S.-based Aluminum Association's life-cycle assessment draws equally positive conclusions. The catalyst for this LCA, the most comprehensive study of its kind for 17 years, was undertaken in part to respond to Walmart's packaging scorecard which calls for its suppliers in all sectors to reduce their carbon footprint. The world's largest retailer is trying to raise awareness among all of its suppliers about the CO<sub>2</sub> footprint of its products and to eventually develop a database containing environmental analyses of all products sold by Walmart. This LCA also takes into account various sustainability parameters in the life cycle of the aluminum can, from bauxite mining and procurement of the raw materials through can manufacture to disposal or recycling. The objective was not to compare cans to other

types of beverage packaging but to document progress in achieving environmental savings. →

The results from the U.S. LCA demonstrate that the carbon footprint of aluminum cans has shrunk by 44% in the past 17 years, 30% less energy is used today to produce a can and cans are now also 15% lighter. "Aluminum cans are more sustainable than ever," sums up Aluminum Association President Steve Larkin. The study is publicly available at [www.aluminum.org/lca](http://www.aluminum.org/lca). →

Americans and Europeans agree that industry, governments and non-governmental organizations will only succeed in further improving the eco-balance of beverage cans by working together – and that is our shared goal. //

Customers in Europe gave Ball outstanding marks in the large VIP survey – over eight out of ten on the satisfaction scale right off the bat.



INSIDE

# Two thumbs up for Ball

Ball launched its VIP program this year in both Europe and North America. In Europe, the first round of customer surveys wrapped up and Ball received high marks. Confirmation of our good customer relationships also came from an award: Ball was named “Supplier of the Year” in Europe by Coca-Cola Enterprises for the second year in a row.

VIP stands for “Value Improvement Partnership,” a program that is part of Ball’s customer relationship management initiative along with customer surveys and other key activities (see Can Courier issue 01/2010). The first large-scale survey in Europe has been completed, and the results are in. Thanks to a 53% response rate, we received feedback from more than 450 customers. Ball scored an eight-plus out of ten on the satisfaction scale, according to our customers. ↪

*Good performance in many cases, but always room for improvement*

On the positive side, 47% of all customers are generally very satisfied with Ball, which puts us among the top five B2B companies in Europe in terms of customer satisfaction. Ball’s customers awarded particularly high scores in the general, customer relationship management, technical services and on-time delivery categories. ↪

More importantly, within 48 hours of receiving the survey results we initiated contact with all customers who identified areas requiring improvement. This allowed us to quickly gather additional information and take appropriate steps. The data also showed

the need to review how we handle complaints. To strengthen performance in the “providing the right solutions” category, Ball hired a global training company to provide “customer focus” training to all of its European employees. ↪

Great opportunities like these were reason enough for Ball to launch VIP on a broad scale. The program has now been introduced in our North American beverage packaging and food and household products packaging businesses. ↪

*“Supplier of the Year” award for Ball*

There are other ways our customers confirm we are meeting their needs. In May 2010, Coca-Cola Enterprises (CCE) announced its decision: Ball Packaging Europe was named “Supplier of the Year” for the second time in a row. ↪

Further strengthening our commitment to this and other areas is our promise for the future – for a continued successful partnership. //



*John Brock, Chairman and CEO of Coca-Cola Enterprises (right), congratulating Gerrit Heske, President of Ball Packaging Europe, on the “Supplier of the Year” award.*



*The prototype digital printing press at Ball Packaging Europe's Hassloch plant prints 120 cans a minute in normal production.*

#### INNOVATION

## *Compelling, customized and quick*

In July 2010, a dozen journalists from industry and trade press stood at the end of the production line at the Ball beverage can plant in Hassloch, Germany. Due to roll off the line in a few seconds were beverage cans printed with photos of the journalists taken just an hour before – sharp, clear and in lifelike color. What's Ball's secret?

Digital technology is changing the game for Ball and its customers, making beverage can printing faster, more appealing and more individual than ever before. Ball and Tonejet have developed a brand-new digital printing process for cans – and it's ready for the market. In this process, images are applied to the can surface at a resolution of 600 dpi using drop-on-demand technology and the CMYK color model yielding crystal-clear, photorealistic quality. This entirely new dimension in can customization, practical even for very small-scale production runs, is revolutionary and unlocks unique marketing potential. –

#### *Custom designs and unlimited possibilities*

Digital printing now makes it easy to create different designs for single cans during production. "We could theoretically print a thousand cans, each with a different image," explains Robert Jansen, Director Innovation, Ball Packaging Europe. "Our new technology gives our customers completely new opportunities in terms of marketing, securing customer loyalty and gaining new customer segments." –

Digital printing is the ideal tool for positioning premium brands. For instance, it's possible to customize high-grade beverage cans just in time for exclusive events. Sponsors of regional sports matches or cultural happenings can harness fan appeal with theme cans. Initial customers have already seized the opportunity

to test the technology: Nuremberg Airport, for example, staged a special event and ordered 3,000 digitally printed, customized cans to match the theme. –

#### *High tech, high appeal*

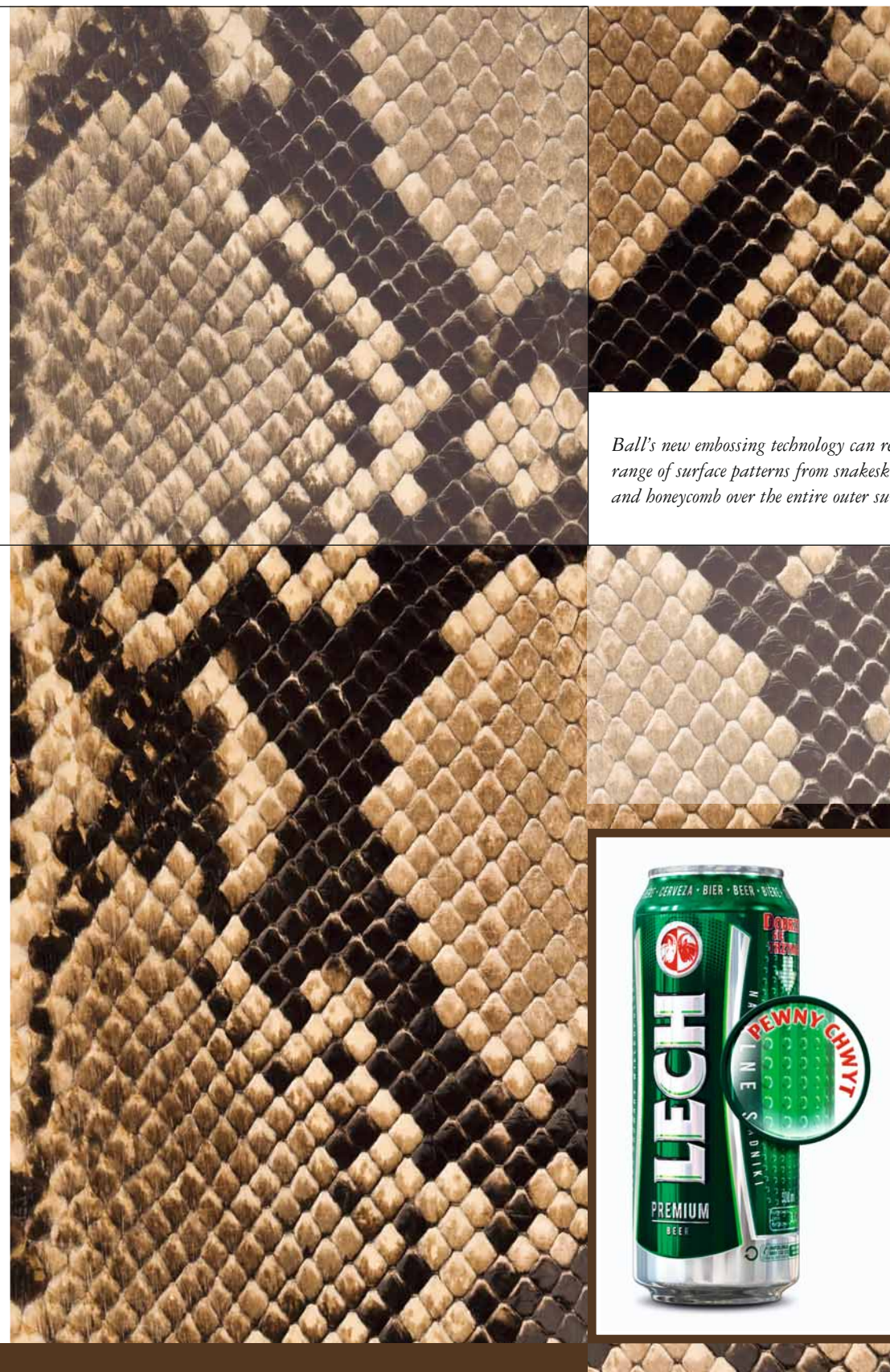
While customization is a compelling feature, the technology developed jointly by Ball and Tonejet aimed from the outset to achieve large-scale production with the associated critical success factors: Cost-efficiency and speed. And digital printing makes the grade in every way for a custom process. The prototype digital printing press was integrated into Ball's standard production line at the Hassloch plant in 2009 as a bypass. That means a single line can print cans using conventional and digital technology at the same time, without interrupting or even slowing production. For Ball, that means being able to respond to customer requests quickly and efficiently, and to produce samples practically on the spot. Suddenly, the beverage can's potential as a unique, attention-getting marketing tool goes, seems almost unlimited. //

## INNOVATION

## *A new technology – premium character included*

For some it just sits comfortably in the hand, for others it's the attractive design that's most important. But actually it is a combination of both:

The new Skin Tech Advanced Embossing Technology from Ball Packaging Europe. The first proof: The new beer can of the "Lech" premium brand for the Polish market.



*Ball's new embossing technology can replicate a wide range of surface patterns from snakeskin to grid and honeycomb over the entire outer surface of a can.*

Ball has already laid the foundation for this innovation with its "Embossing" technology. Using it, logos, letters or specific design elements can be raised in relief from the smooth surface and thus made perceptible to the touch. A haptic experience for the consumer, which also increases the advertising appeal of the brand, thus positively influencing its market success. But by expanding the technology, Ball now goes one step further. →

### *A new product experience*

Using the Skin Tech Advanced Embossing (STAE) Technology the cans can be designed with an all-round embossed pattern without increasing production time. Depending on customer specifications, the can can be optically and plastically designed, for example, like snakeskin, a honeycomb, a grid or the skin of an orange. Thus, the consumer can not only enjoy the product, but is multisensorially introduced to the product experience – through looking and touching. The consumer's involvement with the brand reaches a new dimension in this way. →

### *Premium impulses for the market*

The brewery Kompania Piwowarska – a long-time business partner of Ball Packaging Europe – had been looking for a packaging design which did the premium character of the beer justice. Ball was quickly able to come up with a perfect solution with the STAE technology: Apart from the logo and the brand name, which are also embossed, the can has an attractive embossed pimple pattern. This imparts not only an interesting, high-quality appearance to the can, but also improves handling. The can is easier to grip, especially when it is cold and covered in condensation, and it sits more securely in the hand. →

This first example – successfully introduced in the Polish market in July 2010 – shows that the premium character of a brand in terms of handling and design can be underlined impressively and with high advertising impact through STAE. //

INSIDE |

## *Building on our success in Asia*

China has developed into an important market for the can with enormous sales opportunities and promising future prospects. In August 2010, Ball named a new president of its growing Ball Asia Pacific Ltd. business: Gihan Atapattu, who is well versed in global markets.



*He has gained profound experience in international markets and is looking forward to the challenges of his new position as President of Ball Asia Pacific Ltd.: Gihan Atapattu.*

China, with its population of more than 1.3 billion people and tremendous market potential for canned beverages, has long been an important part of Ball Corporation's growth strategy. Ball first entered the Chinese market in 1985 with a beverage can plant joint venture in Guangzhou. Today, through its own plants and joint ventures, Ball is one of the largest can manufacturers in China. ↪

In August, Ball named Gihan Atapattu to the position of President of Ball Asia Pacific Ltd. Prior to joining Ball, Atapattu was chief executive officer of SML Group, a global apparel, branding and packaging company. His career includes leadership positions at Avery Dennison and Arthur Andersen and extensive international business experience. ↪

### *China is important for Ball's growth*

Earlier this year, Ball acquired Guangdong Jianlibao Group Co. Ltd.'s 65% interest in a joint venture metal beverage can and end plant in Sanshui, China. Ball owned 35% of the joint venture plant since 1992. Ball also entered into a long-term supply agreement with Jianlibao and its affiliate, Foshan Sanshui Jianlibao Trading Co., Ltd. ↪

"Our increased investment in this market underscores the importance of China and this region to Ball's continued growth," Atapattu says. "Our can manufacturing operations here in China and around the world share best practices and implement the best ideas to help ensure that high-quality, innovative, sustainable beverage cans remain a favorite package among beverage marketers and consumers for years to come." //

## INSIDE

## *New regulatory affairs expert at Ball Packaging Europe*

In a nutshell, Ball Packaging Europe's new Vice President Regulatory Affairs, Stephan Rösger, is an attorney with proven management experience and in-depth knowledge of the recycling business. Before joining Ball, the 53-year-old executive's career included stints working with Germany's Green Dot system and in Brussels.

Stephan Rösger has been working as Ball's Vice President Regulatory Affairs since May of this year. Rösger kicked off his career after finishing his law degree, taking his first and second state examinations in Cologne, Germany, and attending the London School of Economics during his studies. His professional career began with time spent as a lawyer in a Cologne-based corporate law firm before signing on with Duales System Deutschland (DSD) in 1991 where he held various positions. From 1996 to 1999, Rösger completed an economics and management course for working professionals at the University of Toronto, earning an MBA in the process. ↪

### *Extensive expertise*

During the extended period he spent at DSD, Stephan Rösger gained extensive and substantial knowledge of all aspects of the recycling business. His stretch at the company lasted from 1991 to 2009, interrupted by a three-year commitment in Brussels where he spent 2000 to 2003 working on projects including setting up the European office of the BDE, the German waste disposal industry association. ↪

### *Broad range of responsibilities*

As Vice President Regulatory Affairs, Stephan Rösger's mandate is to maintain contact with the political sphere, associations and the company's other key stakeholders. He is additionally head of the recan recycling organization, a subsidiary of Ball. This organization works in several European countries to ensure that used beverage cans are collected and recycled. ↪

"My core objective is to contribute to cans taking their rightful place in the awareness of our stakeholders," says the executive. "Cans are an environmentally friendly and cost-efficient packaging also manufactured under socially responsible conditions. For all these reasons, cans still have enormous potential for sustainable development down the road." ↪

In his new position at Ball, Stephan Rösger replaces Dr. Gert-Walter Minet, who begins his well-deserved retirement in 2010. We wish Mr. Rösger success in his new job at BPE. //



*With almost 20 years' experience in all aspects of recycling, attorney Stephan Rösger is the new Vice President Regulatory Affairs at Ball Packaging Europe.*



COVER STORY |

## *Knowing today what will be key tomorrow*

Nobody can predict exactly how the markets of the future will develop. But the toughest issues we face today – the global challenges that can threaten the very survival of people all over the world – may well turn into major growth drivers tomorrow. Why? Because it will take sustainable innovations to resolve these issues, and these innovations will become the markets of the future.

*Climate change, energy resources, population growth, demographic change and megacities: five key drivers for innovative growth markets.*



New markets emerge as a result of many different developments and drivers, not just global problems. However there are now five major global challenges that will heavily impact the future of our planet, and by extension, the economy and the development of new markets: Climate change, scarce energy resources, population growth, demographic change and megacities. →

Tackling global challenges often results in fresh innovations. The impact of various trends and developments must be seen as part of the big picture in order to create sustainable solutions. Factors such as waste management, scarcity of resources, renewable energies and sustainable production methods, for instance, can be intelligently combined to yield innovative products and processes. →

#### *Production goes full circle*

One such innovative and sustainable concept is “cradle to cradle” (C2C) production. Unlike “cradle to grave,” in which the manufacturer’s responsibility starts with the development of a product and ends with its disposal, C2C goes a step further: It’s about “intelligent waste.” The model for this is none other than Mother Nature, always producing in abundance and recycling the old into nourishment for the new. One of the champions of the movement that achieved popularity in the U.S. under the name C2C is Michael Braungart, who co-wrote with William McDonough the book “Cradle to Cradle: Remaking the Way We Make Things.” The authors contrast the term “eco-effectiveness” with the economic indicator “eco-efficiency.” For Braungart and McDonough, eco-effective products are those which can either be chan-

neled back into biological cycles as biological nutrients, or retained in technical cycles as “technical nutrients.” The capacity to imagine such processes will require an entirely new attitude to consumption. Rather than using products until they break, manufacturers would take them back no matter what state they were in and use them to make something new. The C2C concept deals equally well with resource scarcity and waste management. →

#### *Materials with a mind of their own*

Another future market that is an offshoot of global challenges lies in intelligent products and materials which will have to meet ever tougher demands. The clothing of the future, for instance, will need to warm or cool its wearer depending on the air temperature, reducing the need for energy-intensive heating or air-conditioning. The automotive industry will need to engineer fenders that are not just dirt- and scratch-resistant, but also come equipped with a memory, eliminating dents and dings as if by magic and, with them, the need for energy-consuming repairs. →

A host of opportunities will also come from thin film with integrated solar cells. This electricity-generating film will be applied to all kinds of products that can catch the sun’s rays. Bags, sun umbrellas, tents and car roofs will be able to produce electricity to power cell phones and digital cameras. The long-term goal is to integrate such film into buildings, coating their roofs and facades like a skin. This would allow them to operate independently of other energy sources and even to feed electricity into the public grid – another step toward boosting the use of renewable energy. →

### *Ideas for better quality of life*

Yet another potential future market is to be found in the constantly growing human population. The spending power of over half the people in the world, or more than four billion individuals according to some estimates, amounts to a maximum of \$2.50 per day. This socio-economic group, sometimes referred to as the bottom of the pyramid or BoP, consists mostly of people living in newly industrialized and developing countries and represents a market that is by no means negligible. Companies need BoP strategies that integrate these populations into their value creation chains as consumers, suppliers and distributors. →

Since the turn of the millennium, there has been a growing awareness that global companies need to adapt their marketing strategies and initiatives to help alleviate poverty in BoP countries while penetrating the growth markets of the future. The ultimate goal is to evolve conventional development aid programs into a demand- and market-based approach. BoP marketing concepts start with a targeted analysis of the needs of impoverished populations, and then support their capacity to transact business. Initial projects, such as microcredit for start-ups in India and Bangladesh, have launched successfully. →

### *More markets, more opportunities*

In most industrialized countries, demographic change is yielding new markets to serve the needs of senior citizens – innovative products, services and ideas for a senior urban lifestyle. From obstacle-free roads in cities

to services that support alternative forms of housing to clearly legible product labeling, this is a lucrative growth market for many industries. →

Finally, the megacities of the future will also unlock new market prospects: By 2050, 80% of the world's population is likely to live in megacities, and it will be difficult to maintain stores of food for so many people in one place. The answer may be vertical farming. In this scenario, crops are planted in urban high-rises, or "farmcrapers," in which fruit, vegetables, edible mushrooms and algae are grown year-round using greenhouse methods based on recycling resources and hydroponics. The benefits are obvious: Transportation costs are practically zero, and megacities would be able to produce the most essential foodstuffs autonomously. →

If you know today what tomorrow holds in store, you're several steps ahead of the game. Developing strategies for the future is a win-win plan – for our planet and for those who want their businesses to thrive. //



*Knowing tomorrow's global challenges today is the key to success in the markets of the future.*

## CAN MARKET

## Packaging for tomorrow's global citizen

The world today is a village. Common global trends increasingly drive consumers' purchasing habits in similar ways on all continents: A hot seller in Japan today will likely resonate with consumers in Poland or India tomorrow. Drawing on our expertise as a packaging manufacturer with international operations, Ball recently conducted a consumer study that analyzed worldwide trends and their likely influence on future product innovations and tomorrow's packaging.

The study investigated a series of megatrends – sustainability, individualization and premiumization, for example – and how they affect purchasing decisions in various markets: Japan, Australia, India, China, Germany and the United States. The results were presented at the Packaging Solutions Forum held at Ball's Colorado headquarters at the end of July 2010. –

### *Environmental awareness everywhere*

The trend toward sustainability has taken hold across the globe and is increasingly becoming an integral part of people's lifestyles. Brands have a new opportunity to connect with consumers through sustainable packaging, i.e. packaging that is lightweight and made from recyclable material. Labeling and other "intuitive" approaches can make it easier for consumers to immediately recognize sustainable products. –

### *Less is more*

The global financial crisis has left its mark on all markets. The result? Waste is out; ideally sized packaging is in. Consumers prefer packaging with portions tailored specifically to their purpose to prevent product and packaging waste alike. The option to divide the contents and reclose the package, ensuring that the product is usable longer, is also increasingly in demand. And, ultimately, practicality is valued highly: Special packaging allows consumers to enjoy the product right away without dirtying dishes. This conserves water and cleaning supplies, in turn preserving resources and the environment. –

### *Everyday luxury*

Luxury no longer only means buying the most expensive product. Consumers decide what luxury means to them, for example a premium product that lends added personal expression and individual flair – delivered to them at an accessible price. Packaging plays a key role in this regard. Individuality in form, embossing and surface design can be used to give products premium characteristics at every price level, allowing common, everyday products to conquer the market through premiumization. This is what makes the contents a premium product, a welcome slice of everyday luxury. //



*Packaging trends are as diverse as consumer needs. But there are broader trends, too, as shown in an international study by Ball.*

## CAN MARKET

*Spain: Anything but standard*

In Spain, people like their drinks in cans. With 7.1 billion cans sold in 2009, the Iberian market (including Portugal) is the second largest in Europe in terms of beverage can sales. Here, Ball Packaging Europe focuses on quality rather than quantity.

With a market share of just under 15%, Ball Packaging Europe is not among the big players on the Iberian beverage can market. That is chiefly due to Ball's lack of production plants here. All the same, Ball is definitely one of the market's fast movers. As innovative drink can specialists, we've earned that position by developing a distinctive profile and using creativity, expertise and sharp customer focus to tailor a product portfolio in line with the particular needs of this key market. →

*Added value means added sales*

"Years ago, we made the strategic decision for the Iberian market to concentrate on the types of cans that aren't manufactured locally," recalls Yann Rodi, Sales Director Southern Europe. And that decision was right on the money. The reason: 10% of the Iberian can market consists of non-standard beverage cans,

not the traditional 0.33 or 0.5 liter cans. And 80% of those come from Ball Packaging Europe. What that means is that we have managed to establish new container sizes and can shapes here. Consumers are now aware that non-alcoholic beer and fruit-flavored beer from market leader Mahou San Miguel are packaged in the Sleek Can and, for example, energy drinks are filled in the Slim Can – and other innovative containers produced by Ball Packaging Europe. And the targeted sales segmentation we pursued for beer and soft drinks enabled us to launch 375 ml and 440 ml cans on the market as well. →

*Visually and technologically compelling*

Another good example of innovative partnership with customers is our collaboration with a well-known beer brand producer and strong number 2 player in Spain. →

"The customer approached us with the objective of positioning its brand in the premium segment. The embossed enhancement we achieved has been received with an overwhelming enthusiasm backed up with a sophisticated brand TV campaign and an array of promotions," reports Rodi of the successful launch of a product with a truly unique selling proposition. The good sales figures in special segments underpin the huge success of this strategy in Spain. →

So do the results of the VIP customer survey, which in terms of customer satisfaction recorded the highest ratings of all Ball Packaging Europe's markets. //



Above\_Promotional appearance: Mahou San Miguel light beer in the beverage can made by Ball.  
Below\_Yann Rodi, Sales Director Southern Europe at BPE, knows the diversity of the Spanish market.

## CAN MARKET

*Europe boosts can sales*

Viewed overall, the news from the European beverage can market is positive almost without exception. Hot summer weather and major sporting events like the FIFA World Cup soccer tournament gave some powerful added fizz to consumer demand. In an especially upbeat development, cans are back on supermarket shelves in Germany.

The first half of 2010 saw European consumers in a buying mood – and there are some impressive figures to prove it. Volume sales in the European beverage can market swelled by no less than 4.1% during the first six months of this year. Ball Packaging Europe did even better, recording stronger volume sales growth than the market as a whole. –

*Thirst for success*

Major sporting events traditionally give a refreshing boost to beer and soft drinks sales in Europe. This summer not only brought the famed Tour de France international cycle race. Most of all, consumers could root for their favorite teams in the 2010 FIFA World Cup soccer tournament. –

The United Kingdom supplies an interesting example of how a sporting event can affect consumption. The start of the World Cup kicked ahead UK drinks sales by a tidy 15%. No sooner was the England team eliminated than the figure dropped to minus 1.5%. In Germany, on the other hand, the national squad's success put an extra 30% head on beer sales for the entire length of the contest. Consumption will similarly have surged ahead in Spain, the new world champions: A proud and happy nation enjoying beverages from cans. –

*Germany catches up*

The most encouraging action now is on the German market: Cans are making a comeback in Germany, following a major breakthrough in which canned drinks returned to the shelves of not just one but two major discount supermarket chains, Penny and Netto. Discount retailers used to be a key sales channel for beverage cans before Germany legislated deposits on one-way packaging in 2003. On top of this comes the market launch of a 25 cl Coca-Cola can, which the producer is promoting with big-spend campaigns, and the launch by the Edeka supermarket chain of a new in-house brand packaged in innovative Ball cans. These circumstances combined to push up German beverage can sales volumes by 34% in the first six months of this year. –

All of this means a strong boost to can sales, paving the way for further major gains in European market share. //

*European can sales shot up in the first half of 2010. Hot weather and a strong performance by European teams in the FIFA World Cup soccer tournament added extra fizz to demand.*



## SUSTAINABILITY

*Cans to the rescue*

More than one billion people lack access to clean drinking water, something that particularly impacts children's health. One organization is using cans to help change this situation, and its name says it all: CannedWater4Kids.

The situation is alarming. Somewhere in the world a child dies from drinking polluted water nearly every eight seconds. That adds up to around 5,000 victims each day, and the number of people without access to clean drinking water is expected to rise to 2.3 billion by 2025. The founder of CannedWater4Kids (CW4K), Greg Stromberg, has been fighting this problem for more than two years now, selling canned water to support CW4K's objective. "We are working hard to supply all children with clean, pure water," he says, describing his organization's mission. ↪

*Clean water for every child*

The idea is to raise funds for CW4K by selling cans of clean, fresh glacial spring water naturally filtered through crystalline granite for unparalleled purity. The sale of just one can allows a child to live for two months with clean water. ↪

CW4K's proceeds assist with digging fresh water wells, obtaining purification equipment, using rainwater as drinking water and other efforts aimed at making clean water available everywhere. The organization is small, with only five volunteers, and 95% of funds received go directly to its projects. ↪

*Why cans?*

CW4K chose the can as a symbol and billboard for its message. Cans are available everywhere, are easy to transport, are 100% recyclable and are an environmentally friendly package. ↪

And Stromberg knows a lot about cans. His infatuation with the package began in 1970, when he got his first job at the Continental Can Co., and cans have been a big part of his life and career ever since. ↪

Ball provides cans to CW4K and offers the canned glacial spring water to guests and employees at its offices in Colorado. Supporting CW4K this way fits with Ball's sustainability efforts in terms of social responsibility. What could be more sustainable than working to help the world's children? As Stromberg says, "Success comes in cans, failure comes in cannots." ↪

Additional information on how you can assist CW4K with your donation or purchase of glacial spring water is available at [www.cannedwater4kids.org](http://www.cannedwater4kids.org). //



*CannedWater4Kids: Sales of cans with clean, fresh glacial spring water benefit the campaign.*



CAN WORLD |

# Africa: A continent on the upswing

The African market is small but has great potential. Africa's ambitious development is leading many beverage makers to invest heavily in the continent's growing markets. With high export volume out of Europe, Ball is helping customers leverage this growth potential.

*The African market has huge growth potential with sales growing at above-average rates. It pays to invest here.*

The hosting of the World Cup soccer championship in 2010 was definitely a milestone for Africa. It not only generated profits for South Africa, but also boosted the entire continent's self-confidence and its image on the world stage – important criteria for a sustained economic upturn. →

### A new middle class emerges

“The countries in Western Africa are currently seeing the best development,” reports Terry Wooster, Director Business Development at Ball Packaging Europe, who is responsible for the African market. “Angola and Nigeria are the forerunners in terms of economic growth.” →

After decades of civil war in Angola, stability has fostered market growth. Infrastructure is being rebuilt with Chinese support, helped along by access to inexpensive raw materials. There and in Nigeria which, with over 152 million people, is the most populous country in Africa, an economic middle class is emerging which is demonstrating a tremendous interest in basic consumer goods. No wonder beverage companies like Coca-Cola, SABMiller, Diageo and Heineken

are significantly expanding their financial investment – especially since, along with the infrastructure improvements, relaxed visa requirements and simplified import laws have made it much easier to conduct business in these countries. →

### Ball is where the customers are

“Of course we support our customers wherever they can tap into new growth potential,” comments Wooster, highlighting Ball's efforts. In 2009, Ball exported significant volumes of cans and ends from its European facilities to Angola and Nigeria alone. The African middle class increasingly views the beverage can as a status item. Easier to transport and more attractive in design, it offers clear advantages over the glass containers common in Africa. Cans carry a premium image and offer convenience and reliability that appeal to African consumers just as they have appealed to consumers around the world for decades. //



*Terry Wooster, Director Business Development, is responsible for the African market.*

