



“Innovation distinguishes between a leader and a follower”

Ball’s third generation aerosol can delivers a breakthrough for marketers and consumers

We wish we’d said that. It was actually computer genius Steve Jobs. The Barnum and Bailey of simplicity, Jobs knew what consumers wanted before they did. When he was designing products for Apple, he understood that continuous change and innovation that builds on upgrades and enhancements drive all facets of the manufacturing industry.

At Ball, change and its close cousin innovation have been our recipe for success as a leader in can manufacturing for nearly 50 years. We continually develop packaging innovations designed to appeal to and add functional benefits for our customers. Our newest two-piece aerosol can hitting the market has all the right elements needed to “wow” customers and consumers around the world.

AEROSOL CAN FOR THE FUTURE

We’ve applied innovation in foremost fashion to our latest entry into the aerosol spray can market. It’s called G3-HD, the newest aerosol packaging solution to join our expanding portfolio.

Embracing a top-drawer approach, excellence defines G3, a two-piece can with an integrated

dome design originating in the coil-to-can manufacturing process. That process eliminates both the side seam and top seam for a modern look and feel. Best of all, G3 features high-definition graphics designed to meet customers’ world class expectations that include a hefty entrée of quality. (With maybe a portion of “different” on the side and for dessert something spectacularly simple, sleek and sophisticated.) That, in fact, was an irresistible can-crafting menu for our designers.

MANUFACTURING LEAP

“This product virtually jumps off the shelf and says take me home with you,” says John Saalwachter, director of business development and marketing. “Its contemporary appearance and styling complement its functionality, which we are confident will make it a brand owner favourite when marketers are looking for shelf differentiation.”

Moving beyond traditional two-piece aerosol manufacturing, G3-HD is designed to control sidewall thickness to accommodate various specifications. G3 is initially available in two sizes, 211x713 and 211x604 and utilises Ball’s advanced technology to provide a brighter and whiter canvas for outstanding customer graphics. Accommodating up to eight colours, G3 promotes superior, high definition

artwork while still being, like all steel aerosol cans, infinitely recyclable.

“Ball’s G3-HD demonstrates our commitment to innovation and the investment we’ve made to remain the leader in the aerosol packaging industry,” says Jim Peterson, senior vice president, Ball Corporation, and chief operating officer, global metal food & household products packaging.

Highlights of the Ball G3 can include:

- Outstanding graphics
- Two-piece design with integrated dome and no side seam
- Two sizes: 211x713 and 211x604 with Consumer Speciality Products Association conforming standards for curl dimension and overall height
- Bright white base coat with superior eight-colour printing
- Internal coating or plain inside available – ideal for high pH products
- No laminate – improved magnetic line controls
- Controlled sidewall thickness to accommodate specs including N2P, 2P, 2Q, 12bar, 15bar
- Lower minimum order quantities.

ARTISTIC ADVANTAGE

Remember receiving a new box of crayons on the first day of school? Well, we feel the same about all the possibilities for customer design on the G3. Accommodating up to eight colours, G3 promotes superior, high definition artwork.

“Our ability to print superior graphics really sets G3 apart from other two-piece aerosol cans on the market because it allows customers to make a more dynamic statement with their artwork,” Saalwachter says. “At Ball, we have a tremendous amount of experience printing on metal cans at extremely high speeds, producing well over 70 billion cans a year around the world. And when our customers’ artistic sensibilities are combined with mass production on an incredibly pure and bright base coat, you get the aerosol two-piece can of the future that creates strong shelf pop.”

G3-HD joins Ball’s portfolio, which includes the traditional three-piece tinplate aerosol can and the company’s extruded aluminium can. By providing the world’s most diverse aerosol can portfolio, Ball can meet the needs of any customer.

NIFTY NEWBIE WITH LEGS

There’s no end to the wide range of products offered as aerosols – from mass-market goods such as personal care and household products, to specific aerosol types dedicated for industrial

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or medical purposes. Those benefits, along with consumers’ increased awareness of their recyclability and environmental advantages, adds to their convenience. Since the 1940s, the aerosol can has revolutionised consumer products. Since then Ball has refined and improved it, making our aerosol packaging solutions core to our business.

G3 demonstrates Ball’s commitment to bringing value to our stakeholders. From the beginning of the line all the way to end of the line, Ball engineers invested more than 100,000 hours developing every piece of equipment over a five-year period. That means Ball built and designed a can and manufacturing line that operates significantly faster while utilising fewer materials.

COMPLEX MADE SIMPLE

Ball’s new manufacturing process for aerosol cans changes the value creation premise for brand owners, with improved graphics printed in line at high speed as well as a great shape and pricing model. We have a lot riding on the success of our new G3 two-piece can. While we anticipated success, it required a lot of experimentation along the way. At Ball, we continuously improve and refine our designs, always balancing our customers’ unique requirements with environmental sustainability and cost effectiveness.

When introducing the world to his popular products, Steve Jobs admitted that simple can be harder than complex. As Jobs put it, “You have to work hard to get your thinking clean to make it simple.”

We couldn’t agree more. The minimalist aesthetics of the G3 can took time. It combines the disruptive with the traditional. The smooth look and feel and surface of the product, accentuated by bold graphics, makes G3 simple, while still being an example of ultimate sophistication. It just goes to show that sometimes, you have to colour outside the lines to achieve the best in innovation. 

