

Ball Corp in Packaging Industry (USA)

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Abstracts

Since selling off its plastic packaging division in 2010, Ball Corp is continuing to focus its efforts on metal packaging. Globally, the company has focused on expansion into developing markets that have greater demand for standard metal packaging solutions. In the US (like other mature markets), however, the company is putting more emphasis on its speciality products. Specifically, Ball is developing its product offerings surrounding metal bottles. Key to this emphasis was the acquisition of...

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