



# LEADING THE WAY TO A MORE SUSTAINABLE INDUSTRY.

Ball believes in working with recycled materials, advocating for sustainable practices and helping our partners operate efficiently. And in January 2023, we took our commitment further, becoming the first and only impact extruded aerosol and aluminium packaging supplier certified by the Aluminium Stewardship Initiative.

*What does that mean - for us, for the industry, and for you?*



## WHAT IS THE ALUMINIUM STEWARDSHIP INITIATIVE?

The ASI is a global, nonprofit, multi-stakeholder organization. They offer certifications that take a comprehensive view of the supply chain.

### TRANSPARENCY

Get insight and verification throughout the aluminium lifecycle.

### HUMAN RIGHTS

Support ethical practices, dignified jobs, and adherence to International Labor Organization principles.

### MINING

Prevent biodiversity loss.  
Provide rehabilitation of environments.  
Never develop in World Heritage sites.

### MANUFACTURING

Articulate and achieve emissions reduction goals.  
Improve energy efficiency.

### RECYCLING

Engage with collection systems.  
Support accurate measurement.  
Increase rates.



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# GO THE EXTRA STEP. OR TWO.

1

## ASI PERFORMANCE STANDARD

Verifies practices to ensure continuous improvement across 11 principles to ensure high social, environmental and governance standards.

2

## ASI CHAIN OF CUSTODY CERTIFICATION

Sets out requirements for the creation of a CoC for aluminium which is produced and processed through the value chain.

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## THREE WAYS ASI CERTIFICATION HELPS FUTURE-PROOF YOUR BUSINESS.

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### WORK WITH PARTNERS

**YOU TRUST:** ASI certification means a company has insight into its businesses practices and the desire to create a sustainable industry.

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### LEAD, DON'T JUST REACT:

Do the responsible thing now, instead of waiting for legislation or changes to environmental, social and governance standards.

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### MAKE A SMART BUSINESS

**DECISION:** 94% of consumers are more likely to be loyal to a brand that offers supply chain transparency.\*

\*Source: <https://esw.com/blog/the-rising-importance-of-supply-chain-transparency>

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## TOGETHER WE CAN.

An Aluminium Stewardship Initiative certification isn't just a plaque on a wall. It's proof you went the extra mile to earn the trust of conscientious consumers - and to create a better world.

*So let us help you get certified.*

We'll partner with you, explaining each step and guiding you through the whole process. Together, we will make our industry more responsible and sustainable. Contact us today.

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