



# PUTTING ALL EYES ON YOUR PRODUCT WITH EYERIS<sup>®</sup>

Unlocking visual possibilities with Eyeris<sup>®</sup>  
high-definition printing technology

A research report by Ball  
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BRANDS THAT  
EMBRACE  
INNOVATIVE  
SOLUTIONS  
WILL LEAD  
THE MARKET

# FOCUSED ON YOUR PRODUCT

**Packaging innovation presents an exciting opportunity to address key brand objectives: distinguishing products on the shelf, telling a compelling sustainability story, and delivering an exceptional user experience, all while ensuring the utmost product protection.**

With changing consumer expectations now demanding environmentally friendly solutions and heightened experiences amidst increasing competition, brands that embrace innovative solutions will lead the market and connect with their target audience on a deeper level.

The interlinked challenges of creating more sustainable consumer products and standing out among standardized shapes and sizes offer a unique chance for brands to demonstrate their creativity.

**Ball Corporation has focused relentlessly to solve this challenge - a combination of sustainable aluminum packaging and ground-breaking Eyeris® proprietary printing technology, which offers vibrant, high-definition printing to elevate brands and drive consumer engagement.**

In this paper, we explore how Eyeris® aluminum printing empowers brands to overcome obstacles, fulfill consumer demands, and shine brightly on the shelf, ultimately seizing this opportunity to address consumer needs and create a lasting impact.

# THE ALUMINUM ADVANTAGE

At Ball, our passion is to provide sustainable packaging solutions that help our customers meet evolving consumer demands, by providing brands with innovative packaging solutions that enable consumers to feel confident about their responsible packaging choices.

Unlike alternative packaging solutions that cannot be or are not actually recycled, aluminum is always recyclable regardless of on pack design, applied color, shape or format and recycles forever with minimal material losses.

Easy to recycle and widely recycled, aluminum makes a favorable option for brands and consumers seeking sustainable packaging solutions that don't compromise on functionality, durability, or safety.

## REDUCED IMPACT

Because of the high value of aluminum compared to other recycled materials, it is less likely to end up in landfill or as litter in the ocean. Adding logos such as 'Metal Recycles Forever™' drives home the point and makes packaging more appealing to conscious consumers.

## PREMIUM PERCEPTION

Aluminum packaging conveys a premium quality and environmentally friendly solution.

## EASY TO RECYCLE

50% of consumers globally prefer packaging that is easy to recycle<sup>1</sup>. Aluminum is fully recyclable regardless of shape, color or format. Plus, label-free on-product printing technologies, like Eyeris®, make it easy for consumers to recycle the product when they're done.

## SAFE

40% of consumers globally prioritize safety when considering packaging. Aluminum is unbreakable and protects products from light to extend shelf-life.

## LIGHTWEIGHT

Aluminum is lightweight, minimizing emissions in transportation and reducing carbon footprint.





# UNIQUE NOT UNIFORM

**3 BILLION**

ReAL® CANS PRODUCED TO DATE

**11,000**

TONS ALUMINUM SAVED GLOBALLY



**165**

MILLION KWH ENERGY SAVED FROM VIRGIN ALUMINUM PRODUCTION

**95,000**

TONS CO<sub>2e</sub> GLOBAL CARBON FOOTPRINT PRODUCTION

Consumer demand for sustainable packaging choices has grown significantly in recent years. In fact, products marketed as sustainable grew ~2x faster than products not marketed as sustainable and achieved a 5 YR CAGR of 9.43% vs. 4.98% for its conventional counterparts.<sup>1</sup> And products making ESG-related claims averaged 28 percent cumulative growth over the past five-year period, versus 20 percent for products that made no such claims.<sup>2</sup>

As a leader in sustainable aluminum packaging innovation, Ball anticipated this demand – introducing the first lightweight aluminum alloy, ReAl® in 2014. ReAl® is a proprietary and patented aluminum alloy composition of recycled content and low-carbon aluminum. The cans produced are 30% lighter than standard aluminum cans while retaining their strength and structure. Through this holistic approach, Ball has achieved a globally scalable 50% reduction in carbon footprint compared to a standard aluminum can.

To date, Ball has sold 3 Billion ReAl cans and bottles impacting a carbon footprint reduction of 95,000 tons CO<sub>2e</sub> – equivalent to greenhouse gas emissions of 243,257,137 miles driven by a gasoline-powered passenger vehicle.

As more brands prioritize sustainability and turn to lightweight cans and bottles that are not shaped or embossed, they are faced with a new challenge on how to stand out to consumers on the shelf.

Ball recognized this limitation as an opportunity and developed proprietary printing techniques - one of which is Eyeris® - optimized to bring on-pack designs to life with life-like clarity. With this, Ball demonstrates that it is possible to have both a sustainable, lightweight can that stands out on shelf.

Eyeris® offers unrivaled precision, detail, and execution of high resolution graphics and imagery – creating a 360° billboard of lifelike graphics that cannot be achieved with conventional aluminum printing methods.

<sup>1</sup> <https://www.stern.nyu.edu/sites/default/files/2023-04/FINAL%202022%20CSB%20Report%20for%20website.pdf>

<sup>2</sup> <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/consumers-care-about-sustainability-and-back-it-up-with-their-wallets>

# LET EYERIS® DO THE TALKING

As consumers progress from awareness to decision-making, brands have multiple opportunities to connect with them at different stages. Notably at the point of purchase, product packaging plays a pivotal role in influencing the final product selection.

In fact, packaging holds 75% higher impact on purchase intent than other channels. Additionally, when done well, packaging design has a proven ROI—NielsenIQ BASES research shows that optimized packaging can impact forecasted volume up to 5.5%.<sup>2</sup>

Good packaging design is paramount - 66% of consumers trying products solely due to their packaging, and 76% admitting it influences their final purchase decision.<sup>3</sup> Similarly, Mintel recently found that consumers are trying products because they are attracted to its packaging - 38% of US adults say appealing packaging encourages them to try a new drink, rising to 50% among Gen Z and Millennial shoppers. Exciting appearance and label description are also key for encouraging new product trial."<sup>4</sup>

PACKAGING  
DESIGN HOLDS  
**75%**  
HIGHER IMPACT  
ON PURCHASE  
INTENT

**66%**  
OF CONSUMERS ARE  
TRYING PRODUCTS  
SOLELY DUE TO THEIR  
PACKAGING

55% OF CONSUMERS  
ARE WILLING  
TO PAY UP TO  
15% MORE  
FOR SUSTAINABLE  
PACKAGING

<sup>2</sup> <https://nielseniq.com/global/en/insights/analysis/2022/optimize-your-cpg-pack-design-why-eye-tracking-doesnt-tell-the-whole-system-1-story/>

<sup>3</sup> The Nielsen Global Survey of Corporate Social Responsibility and Sustainability

<sup>4</sup> <https://store.mintel.com/report/us-beverage-packaging-trends-market-report>



Eyeris® printing revolutionizes aluminum packaging design by providing photo-realistic quality designs without digital printing, helping individuals to instinctively recognize product attributes such as efficacy, ingredients, scents, or flavors, while building engagement with brands.

Stunning HD imagery can span 360 degrees of the can, offering product differentiation that deeply connects with consumers and elevates brands to new heights. With Eyeris®, brands can overcome the challenges of uniform packaging, low-resolution imagery, and make a striking impact on the shelf, ensuring they catch the consumer's eye and leave a lasting impression.

Eyeris® utilizes the depth of Ball's creative artwork experience when developing files for print and has the potential to better replicate customer graphics and imagery, ensuring finer detail and higher quality in the final product. Eyeris® comes in up to nine colors and caters to all sizes and shapes of Ball's portfolio of aluminum cans and bottles for beverage, household, and personal care products. This versatile solution unlocks visual possibilities that capture consumers' attention and reinforce brand equity.

FROM  
CONCEPT

TO  
CAN





STANDARD  
PRINTING



AYERIS®  
HIGH-DEFINITION PRINTING



## How Eyeris® connects with consumers and drives sales

### Draws attention with unique designs

Product packaging is the consumer's first encounter with a product or brand, making unique designs an excellent representation of brand equity and values.

- Visualize product in extreme detail - By enabling high-resolution imagery on aluminum packaging, Eyeris® revolutionizes the depiction of ingredients and fragrances. It invites consumers to experience products on a deeper level, engaging their senses with vivid colors and lifelike detail. Eyeris® sets a new standard of what can be achieved through aluminum package design and consumers are no longer left relying on the on-pack text to confirm the ingredients and scent – let the imagery show them.
- Accurately present color and texture: Show consumers exactly what they will get. Eyeris® high-definition printing is great for showing off fine details like hair color and the texture of natural ingredients.

### Uses colorful high-resolution imagery to evoke psychological triggers & feelings

Colors hold immense power in consumer decision-making. Up to 90% of a consumer's initial evaluation is based on the color of the packaging, evoking emotions and shaping perceptions.

- Consumers make decisions in a matter of seconds. So it's the brand's job to make it easy for the consumer to quickly grasp the ingredients, scent and flavor of the product they're considering. For example, as this Nielsen report highlights: **"An image of an orange may be used as part of a pack story to illustrate a flavor or ingredient. But just choosing any image of an orange risks limiting the design's potential and consequently the package's effectiveness to trigger the emotive feelings that can influence purchase decisions."**<sup>5</sup>
- Consider the overall quality of the product: packaging should not only be visually appealing but also clearly communicate the benefits that the product will deliver.

<sup>5</sup> <https://emeritus.org/in/learn/product-management-courses-product-packaging-design/#:~:text=Packaging%20design%20influences%20the%20consumer's,price%20quoted%20for%20your%20product.>



# CREATING MOMENTS & CONNECTIONS

Eyeris® presents fresh opportunities to reinforce brand equity and drive purchases by effectively communicating the key consumer aspirations, needs, aesthetic sensibilities, and values through previously unattainable vibrancy and clarity in aluminum packaging designs.

This eye-catching color and decoration ability provides a wide range of options for brand and product owners to maximize creativity, impact, and brand identity, whether it's cultural, seasonal, campaign-oriented, ingredient-focused, or aligned with the brand's core.

**Joining brand and visual elements captures consumer imagination for a range of occasions. Limited-edition or seasonal promotions can be successful strategies:**

**Seasonal** - Vibrant, relevant imagery to highlight a special summer or Christmas edition, for instance.

**Cultural** - Connecting to calendar, sporting, environmental or entertainment events and celebrity endorsement, with fitting and high-quality imagery - a timely, memorable link for consumers.

**Campaign** - Featuring brand ambassadors and core images from ad campaigns triggers memory hooks and drives consideration.





# CLARITY THROUGH INSIGHT

**At Ball, our mission is to co-create packaging solutions with our customers that not only solve their problems but also delight their consumers. We understand that packaging is a key touchpoint for purchase decisions, and we are committed to providing solutions that make a real impact.**

Combining the benefits of aluminum with Eyeris®, brands can confidently stand out in a crowded market, where creativity may feel squeezed. Our printing technology, with its higher half-tone resolution, breathes life into intricate graphics and photographic imagery, creating packaging that captivates and inspires.

When working with Ball, we help our customers stay ahead of the curve with high-definition print technology, proving that innovation and inspiration are at the core of our packaging solutions. And together with our customers, we can redefine packaging excellence and make a lasting difference in the lives of consumers everywhere.

To learn more about Eyeris® and what it can do for your brand, get in touch.

Victoria Marletta  
VP Commercial, Ball Aerosol Packaging  
[Victoria.Marletta@ball.com](mailto:Victoria.Marletta@ball.com)



**EYERIS® EMBODIES  
SUSTAINABILITY OFFERING  
ENVIRONMENTALLY  
FRIENDLY PACKAGING THAT  
ALIGNS WITH THE VALUES  
OF TODAY'S CONSCIOUS  
CONSUMERS.**