


Ball® Brand Home Canning – Journalists’ Tips

Thanks for your interest in covering Ball® Brand Home Canning. There are two key items to remember when writing about Ball® Brand Home Canning:

1. **Jarden Home Brands is the licensee** of Ball Corporation, for Home Canning only
2. Jarden Home Brands takes action in the Home Canning marketplace, whether product development, advertising, etc. Ball Corporation does not, i.e. the two entities **are distinct**.

Language that helps to clarify these items with an audience:




- Jarden Home Brands **holds the license** to market Ball® Brand Home Canning Products
- Ball Corporation **is not associated** with Jarden Home Brands
- The trademark Ball® should always be used as an adjective of the word brand followed by a sufficiently narrow noun, e.g. jars, home canning, e.g. Ball brand home canning products are available online at freshpreserving.com
- In typewritten form, the use of the word “brand” also creates distinction, e.g. **Ball brand**
- It is acknowledged that in journalism, the trademark symbol is not required, but we strongly encourage its use, particularly in the first instance of mention
 - The strong preference is to always use a ® in association with the Ball® trademark
 - The script logo is the ideal form to distinguish communication about the brand 

When quoting our executives, please be sure to properly source Jarden Home Brands. Examples include:

- Lauren Devine-Hager, product research and test kitchen scientist, Jarden Home Brands, and author of The *Ball Complete Book of Home Preserving*
- Chris Carlisle, Vice President, Marketing , Jarden Home Brands
- Steve Hungsberg, Senior Brand Manager, Jarden Home Brands

Examples:

Correct Brand Attributions

 Home Canning Products	or	Ball brand Home Canning Products
 Canning Jars	or	Ball brand Canning Jars
 Jars	or	Ball brand Jars

Used in a sentence

Jarden Home Brands recently launched an ad campaign for Ball brand jars.

Not, Ball recently launched an ad campaign.

Ball brand jars were featured in a new Pinterest page.

Not, Ball featured the new Heritage jar in their Facebook page.

The Ball brand of Home Canning jars has been making a comeback. By sponsoring a number of Farmer’s Market events, Jarden Home Brands focused on first person outreach to get consumers reengaged with the category.

Not, Ball jars are making a comeback. Ball sponsored a number of Farmer’s Market events.