



## Newly Released Ball® Brand Home Canning Products Are Perfect For The Holidays

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FISHERS, Ind., Dec. 1, 2016 /PRNewswire/ -- 'Tis the season to be creative. To help fuel that creativity, Ball home canning products, part of Newell Brands' portfolio of brands, today announced two new product innovations that are sure to make spirits bright: [Ball® 4 oz. Miniature Storage Jars](#) and [Ball® Smooth Sided Jars](#). The first fall product launch for the brand in over 10 years, these jars will delight canners, crafters and anyone with a "[Gifts in Jars](#)" board on Pinterest.



The new [Ball® 4 oz. Miniature Storage Jars](#) are 75% smaller than the standard pint jar, but have BIG appeal, perfect for a variety of creative uses like storing candy, spices or even filling as a stocking stuffer. Possibilities are endless with the new [Ball® Smooth Sided Jars](#), too. Available in [regular mouth pint](#) and [quart](#) as well as [wide mouth quart](#), the smooth facade with a minimized Ball® brand logo accommodates personalized labelling and decorating options for crafting, decor, gifting and sharing.

According to [Google Trends](#), last year the "DIY gifts" search term reached its peak popularity over the holidays (Dec. 20-26) and this year will surely see more of that trend. Personalized and one-of-a-kind gifts are sure to impress loved ones and can easily be crafted on a budget during the busiest time of year.

"While home canning is traditionally most popular during the summer season, there are still plenty of recipes to enjoy and share throughout the year like this warming [Toboggan Cocktail](#) or these [Quick Pickled Roasted Beets](#)," said Jeff Marvel, Senior Brand Manager of Fresh Preserving for Newell Brands. "Beyond food, nearly one third of Ball® mason jars sold are used for alternative use throughout the year and we're thrilled to provide even more options for those looking to create something unique this year."

The Miniature Storage Jars are sold in a 4-pack for \$5.99 and Smooth Sided Jars are available in cases of 12 from \$11.99 - \$15.99 on [FreshPreserving.com](#) and [Amazon.com](#). For more information about all Ball® brand home canning products visit [FreshPreserving.com](#) and [FreshlyPreservedIdeas.com](#) or find the brand on [Facebook](#), [Twitter](#) and [Pinterest](#).

### About Newell Brands

Newell Brands (NYSE: NWL) is a leading global consumer goods company with a strong portfolio of well-known brands, including Paper Mate®, Sharpie®, Dymo®, EXPO®, Parker®, Elmer's®, Coleman®, Jostens®, Marmot®, Rawlings®, Oster®, Sunbeam®, FoodSaver®, Mr. Coffee®, Rubbermaid Commercial Products®, Graco®, Baby Jogger®, NUK®, Calphalon®, Rubbermaid®, Contigo®, First Alert®, Waddington and Yankee Candle®. For hundreds of millions of consumers, Newell Brands makes life better every day, where they live, learn, work and play.

This press release and additional information about Newell Brands are available on the company's website, [www.newellbrands.com](http://www.newellbrands.com).

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