



News

16 May 2012

O-I launches ultra-lightweight whisky bottle

O-I has launched an ultra-lightweight, 300g whisky bottle to the general trade following development at its Alloa plant in Scotland.

Scott Gibb, Scotland's sales manager for O-I, says, "This is the next step in O-I's provision of a stable of lightweight standards. We expect to bring further sizes to market in the near future."

The new 70cl container provides a strong height appearance and excellent line handling characteristics. O-I pioneered narrow neck press and blow bottle-making for the Scotch whisky sector, which has been crucial to the supply of lightweight glass. This latest development has been made possible by the company's knowledge and expertise in designing lighter weight containers while maintaining the required strength characteristics.

The first production run (in white flint glass) has already sold out and a second run is scheduled. O-I's product development activity supports a Scotch whisky sector which has experienced considerable growth and provides distillers with all the consumer desirability of attractive, lightweight, recyclable glass bottles without the cost of creating their own proprietary shape.

ENDS

Notes to editor: About O-I

Owens-Illinois, Inc. (NYSE: OI) is the world's largest glass container manufacturer and preferred partner for many of the world's leading food and beverage brands. With revenues of \$7.4 billion in 2011, the company is headquartered in Perrysburg, Ohio, USA, and employs more than 24,000 people at 81 plants in 21 countries. O-I delivers safe, effective and sustainable glass packaging solutions to a growing global marketplace. For more information, visit www.o-i.com.

For further information on O-I, contact Philip Tutt at 360° Integrated Marketing Solutions LLP
Tel: + 44 (0) 7785 718901 or e-mail philip@360integrated.com

Picture Caption



The new ultra-lightweight 300g standard whisky bottle from O-I Europe has already proved a success with customers.