

O-I :HONEST, PURE, ICONIC GLASS

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O-I demonstrates commitment and innovation to independent brewers at BeerX 2015

Harlow, 23 March 2015 - O-I has presented the latest innovations in glass packaging to the independent and craft beer sectors at BeerX, the festival of beer hosted by the Society of Independent Brewers (SIBA) at Sheffield Ice from 18th to 21st March.

The glassmaker offers a choice of over 50 standard bottles for the beer sector, all available directly or via O-I's distribution partners, so they are accessible to even the smallest microbreweries.

In addition, this year O-I presented brewers with samples of its first two black glass beer standards, which will be available from May and September. O-I sees black glass as offering the craft sector highly distinctive brand packaging, which can be coupled with imaginative labelling to create genuine shelf standout. Black also maximises the UV properties of the material to enhance the unparalleled preservation and taste characteristics of beer served from glass.

The team was led by Maarten van den Berg, a member of the European beer segment team, who said, "We believe we offer the most comprehensive and appealing range of sustainable glass solutions to independent and craft brewers in Europe and were delighted from the reactions we had on our stand. We have a full package of support for black glass; not only samples, but literature, bottle bags and a dedicated microsite. Over 50 brewers and associated companies requested further information about O-I and its products and we hope to see many of them again when we open our upgraded facilities at Harlow following a £25 million investment."

Paul McLavin, who has been instrumental in forming a partnership between O-I and SIBA, was one of the judges in the SIBA Beer Awards and the prizes were presented at the BeerX conference. Jay Biro, O-I's account manager for beers in the UK, presented the award for the best speciality bottled beer to Killswitch 51 from Mordue Brewery on Tyne and Wear.

Brewers can see the full range of O-I standards at www.glass-catalog.com or request specific information on black glass at www.black.glass-catalog.com or from Karen Thomas on 01259 218822.

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Picture Caption:

O-I's Leanne Johnson discusses the possibilities of black glass with David Harrison, director of H S French Flint Limited on the O-I stand at BeerX 2015.

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. The Company had revenues of \$6.8 billion in 2014 and employs approximately 21,100 people at 75 plants in 21 countries. With global headquarters in Perrysburg, Ohio, USA, O-I delivers safe, sustainable, pure, iconic, brand-building glass packaging to a growing global marketplace. For more information, visit o-i.com.

O-I's Glass Is Life™ movement promotes the widespread benefits of glass packaging in key markets around the globe. Learn more about the reasons to choose glass and join the movement at glassislife.com.