



## GLASS: A Clear Solution for the Future

### It's Time for Glass to Shine

For centuries, people around the world have felt a natural connection to glass – an unspoken bond with and value for glass as pure, natural, sustainable and healthy. We've known for a long time that there are many reasons to love and trust glass. Today, O-I is poised to take a stand and give glass a voice on the global stage. It's time to back up what we – and centuries of consumers - have always known and make the case for pure, sustainable, brand-building glass packaging.

This is the first global marketing campaign to communicate the benefits of glass in sustaining the environment, preserving taste and quality, protecting health and building successful brands. As part of O-I's commitment to change the conversation, the company is launching communications campaigns in 12 countries and seven languages.

### A Movement is Beginning

Consumers continue to demand sustainable, healthy solutions and are becoming bolder in their preference for glass. As the consumer landscape gets more competitive, brands are investing in innovative ideas that will differentiate their products on the shelf and drive sales.

Now is the time to focus the conversation on glass and remind the brand builders that glass is the purest, most natural and most preferred packaging container. As the world's largest producer of glass, O-I has a responsibility to promote the benefits of glass and showcase innovations for the changing marketplace.

### Campaign Targets

Through this campaign, O-I seeks to increase global demand for glass. By sharing the benefits of glass, we will be able to:

- elevate glass beyond the container
- show how glass brings brands to life
- inspire brand owners to rethink glass
- ignite consumer desire for the experience of beautiful, versatile, charismatic glass containers

### Leveraging Consumer Interest in Glass

**Consumers love glass:** Based on a global study commissioned by O-I in November 2008<sup>i</sup>, consumers said that when faced with the option between glass and other packaging, they will choose glass first and would like to see more glass packaging options. 91 percent of consumers indicated they prefer glass, but only about 10 percent of foods are packaged in glass.

**Consumers want to buy more products in glass:** In the U.S., as recently as April 2011<sup>ii</sup>, nearly 70 percent of Americans said that if they could purchase their favorite food or beverage in any container, they would choose glass.

**Consumers know glass is healthy:** 90 percent of U.S. consumers said they agree with the statement that glass is the healthiest packaging available because it does not leach chemicals into the product<sup>ii</sup>.





### Voices for Glass

CEOs, brand managers, environmentalists, designers, parents and other thought leaders around the world have rallied behind the campaign to share their passion for glass. These voices for glass include:

- **Sanpellegrino S.p.A.** Chairman and CEO Stefano Agostini, who says glass uniquely showcases the S. Pellegrino brand. "Our glass bottle and its shape make our iconic brand. Green bottle...Blue Label...Red Star...this is the brand."
- **Monini Olive Oil** CEO Zefferino Monini chooses glass because it best preserves the flavor of the product. "In contact with glass, our product stays exactly the way that nature made it."
- **Environmentalist** Celine Cousteau, granddaughter of Jacques Cousteau, who prefers glass because it is natural, healthy and sustainable. "Glass is good to the ocean. Glass is made from sand. Glass is natural."

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<sup>i</sup> The results of a Nov.2008 global study commissioned by O-I

<sup>ii</sup> The results of a Apr.2011 U.S. study commissioned by O-I