

GLASS IS LIFE™

6 Reasons to Choose Glass



Geir Skeie, Chef

1 Taste

O-I makers of food-loving, flavor-preserving glass packaging.

- Glass-packaged products come in their purest, most enjoyable form and taste exactly as intended.
- Unlike other packaging material, glass does not require any plastic layers or additives to preserve the taste of food and beverages.
- Glass's barrier properties preserve the integrity and taste of the products it protects.



Linus Ko, Consumer

2 Health

O-I makers of pure, healthy, trustworthy glass packaging.

- Glass is an all-natural, non-toxic packaging material.
- Glass protects people by keeping products free from chemicals.
- Products and brands in glass packaging appeal to health-conscious consumers.
- Consumers find glass superior in preservation and safety.
- Consumers trust glass as the safest container to use in the microwave.



Celine Cousteau, Ocean Advocate, Environmentalist

3 Sustainability

O-I makers of safe, sustainable, ocean-friendly glass packaging.

- Glass is safe for the planet. The pure ingredients of glass – limestone, sand and soda ash – combine to make a natural, non-toxic packaging material.
- Glass is 100 percent recyclable and can safely be used over and over again.
- Glass does not break down into harmful chemicals and remains stable in its natural form even when it's not recycled.
- Despite its heavier weight, single-use glass containers have a carbon footprint better than or equal to that of aluminum or PET plastic in all four regions where O-I operates.
- O-I's life cycle assessment for glass packaging shows that the returnable, refillable glass bottle has the lowest carbon footprint of any widely used packaging material.

4 Quality

O-I makers of strong, bold, clearly different glass packaging.

- Glass delivers unmatched excellence – it is often imitated by other packaging materials but never duplicated.
- Glass elevates brand appeal regardless of product category or cost.
- The shapes, colors and decorations of glass packaging differentiate products and brands and increase shelf appeal.

5 Versatility

O-I makers of beautiful, versatile, charismatic glass packaging.

- Glass knows no boundaries. It moves seamlessly from shelf to microwave to table to refrigerator.
- Glass works with all categories of food and beverages, as well as many other products.
- Glass extends packaging life by allowing users to serve, store and display items in glass containers when contents are gone.

6 Transparency

O-I makers of honest, pure, brand-building glass packaging.

- Glass is a trusted packaging material that builds brands.
- When a product is packaged in glass, consumers see it as intended.
- Letting consumers see a product and its ingredients through transparent glass packaging shows that the brand owner has nothing to hide, is confident in its product and is trustworthy. This not only builds trust, it builds the brand.