

: HONEST, PURE, ICONIC GLASS

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Sources Rosport collaborates with O-I to redesign high-end returnable water bottle range

Schiedam, October 27 2016 - Owens-Illinois, Inc. (NYSE: OI), the world's leading glass container manufacturer, has built on its long-standing partnership to guide Sources Rosport, Luxemburg's No.1 mineral water company, through the redesign process of its full range of returnable high-end mineral water bottles - Rosport Blue, Rosport Classic and Rosport Viva.

"O-I had been our main supplier for years. And the journey towards this new bottle range intensified our relationship even more. They acted as true advisors, both on a technical and business level," says Max Weber, Director at Sources Rosport. "The choice for glass was always a clear one. Glass packaging represents quality, is safe and sustainable, doesn't affect the pure taste of the water and preserves the carbon dioxide of our sparkling water longer."

After the introduction of the new 1L bottle in January 2016 and the 25cl in April, Sources Rosport completed the range by introducing a 50cl size to the Luxembourg market in June 2016. Most of the premium glass bottles are destined for the hospitality sector, for which a firm but elegant design is crucial.

Sacco Jansen, Account Manager Food & NAB Benelux at O-I: "Since their returnable water bottles are mainly destined for the hospitality market, we recommended a sturdy bottle which respected the premium look this brand deserves. We have incorporated the iconic rings that have been on the shoulder and foot of the Sources Rosport bottles since the 1950s. In our new design, the rings are recessed, putting them in-line with the outside of the bottle. The result was the return of the iconic vintage bottle, but in a modern and futuristic look."

Blazing new trails

From 1959 to 2014, the three main products of Sources Rosport - Rosport Blue, Rosport Classic and Rosport Viva - were served in glass bottles of different colours. In 2014, Sources Rosport adopted a new bottle strategy, stepping away from coloured glass to give the water bottle range a uniform, clean and pure look in clear glass.

With O-I's new design, Sources Rosport has responded to the recent trend where culinary experiences are increasingly accompanied by premium water bottles. Glass bottles complement this trend completely by giving consumers a more intense and luxurious experience.

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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 \$6.2 billion in 2015 and employs approximately 27,000 people at 80 plants in 23 countries. With global headquarters in Perrysburg, Ohio, O-I delivers safe, sustainable, pure, iconic, brand-building glass packaging to a growing global marketplace. For more information, visit o-i.com.