

# O-I: HONEST, PURE, ICONIC GLASS

## FOR IMMEDIATE DISTRIBUTION

### For more information, contact:

Ilse Derijck

Communications Consultant

+32 2 451 00 12

[ilse.derijck@outsourcing.be](mailto:ilse.derijck@outsourcing.be)

## O-I designs new glass packaging for Filliers Dry Gin 28

*Belgian gin brand is giving traditional gin a new look*

**Schiedam, (xx xx, 2014) - Owens-Illinois, Inc. (NYSE: OI), the world's largest manufacturer of glass packaging, has created a new bottle for Filliers Dry Gin 28. Besides this new brown bottle, O-I also produces the flint version used for the brand's other varieties of gin. Filliers distributes Filliers Dry Gin 28 in Europe (Benelux, Germany, France, Switzerland, Italy, Portugal, the UK), Russia and Thailand.**

The Dry Gin 28, referring to the 28 botanicals used, was a creation of Firmin Filliers in 1928. Only half a bottle of the test distillate was saved, but this was enough for Filliers to reproduce this Belgian premium gin and to introduce it to the market. As gin was regarded as a medicinal drink at the time, it was sold in a pharmaceutical bottle. Filliers wanted to relaunch this traditional gin in a bottle that closely resembled the historical glass packaging.

"O-I and Filliers have been designing and producing glass packaging together for over 20 years. Our long-term relationship means we are in an excellent position to translate requirements into a new design. Our colleagues from New Product Development came up with the perfect solution. The result is a streamlined bottle with a 'no label look', which, partly because of the label, is very elegant and stately," says Patrick Waegemakers, the beer, spirits and wine packaging segment manager at O-I Benelux. "As we also retained the product's authentic nature, the Dry Gin 28 really stands out on the shelf."

The new design involved a few technical challenges. For example, the flat base and straight shoulders had to be kept. Usually the shoulders are more rounded for pressure relief in the production process and stackability for transport. The mouth of the bottle became a flat head which is sealed with a cork instead of a glass stopper as was previously the case.

"At Filliers, we set great store by quality and tradition. Not only in the production of our drinks, but also when it comes to the glass packaging", says CEO Bernard Filliers. "The authentic nature of the gin had to be retained. However, the new bottle still needed to convey a modern and distinctive image on the shelf."

With this gin, Filliers is responding to the increasing popularity of premium gin, both inside and outside Europe. "Today's consumers are drinking less, but are happy to pay more for a product which has more to offer," adds Bernard Filliers. "This bottle conveys the qualities of our premium gin perfectly."

The bottles for the Filliers Dry Gin 28 are produced by O-I Germany. The brown bottles are manufactured in Rinteln and the white bottles in Holzminden.

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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 \$7.0 billion in 2013 and employs approximately 22,500 people at 77 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 [www.o-i.com](http://www.o-i.com).

O-I's Glass Is Life(TM) movement promotes the widespread benefits of glass packaging in key markets around the globe. Join us in the #betteringlass conversation at [www.glassislife.com](http://www.glassislife.com).