



PRESS RELEASE

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O-I Manufactures Authentic Bottle for Schulp Fruit Juices

O-I Glass Packaging contributes to craft history

Schiedam (xxx xxx 2013) - Owens-Illinois, the largest manufacturer of glass containers in Europe, has developed a new 200 ml bottle for Schulp fruit juices. In order to make its products even more distinctive in the marketplace, the family firm decided to give its pure fruit juices a new glass package. International design agency CARTILS converted the high-quality, traditional features into a characteristic design. Glass packaging manufacturer O-I then turned it into a distinctive glass container.

The family business Schulp, based in Breukelen (the Netherlands), has been growing quality apples and pears since 1861. In 1995, Albert Schulp, the fifth generation fruit grower, decided to concentrate on the production of fruit juices. Schulp fruit juices are characterized by their pure taste. The raw materials are not artificially altered. Moreover, the whole process is carried out on the spot: selection of the fruit, pressing the fruit and bottling the freshly squeezed juice are carried out in less than one hour in total, resulting in a pure and fresh product.

Schulp sees the distinctive properties of its fruit juices as being reflected in the new design. "It didn't take long to decide to pack our juices in glass. A glass container is best suited to our product: fresh, pure, traditional and high quality", explains owner Albert Schulp. "Glass exudes quality and purity. Moreover, it is infinitely recyclable, which means that it matches our philosophy perfectly. Since the beginning, purity and sustainability, both in packaging and in

production, have been high on our list of priorities. Among consumers too, we notice growing demand for natural, pure products.”

“An important change to the design of the bottle is the addition of the logo accompanied by the text 'Schulp, since 1861'”, says Marty Wijnen, segment manager at O-I Benelux. “It was decided to depict the apple tree along the river on the bottle, and the text below it, with embossing. Using this technique the logo appears in relief on the bottle“

Albert Schulp: “This technique has shown us what O-I is capable of doing. We were impressed that a global player like O-I Global is still close to its local customers. They were able to assess Dutch quality expectations and the market situation perfectly.” Moreover, O-I provided the best value for money, also treats sustainability as a priority, and is based in Schiedam. That fits into Schulp's in with sustainability policy too, which requires, among other things, that transport should be as efficient as possible in order to cut CO2 emissions.

“We would rather be the best than the biggest. So we chose the best glass packaging for our fruit juices”, says Albert Schulp.

Availability

The fruit juices are available from fresh produce stores, caterers, hotels, restaurants, cafés and farm shops. The new bottles are available on the Dutch market from January 2014.

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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. With revenues of \$7.0 billion in 2012, the Company is headquartered in Perrysburg, Ohio, USA, and employs approximately 22,500 people at 79 plants in 21 countries. O-I delivers safe, sustainable, pure, iconic, brand-building glass packaging to a growing global marketplace. O-I's Glass Is Life™ movement promotes the widespread benefits of glass packaging in key markets around the globe. For more information, visit www.o-i.com or www.glassislife.com.

About Schulp

The Schulp family has been based on the Zandpad in Breukelen, alongside the Vecht river since 1861. This is where, five generations ago, Albertus Schulp began growing apples and pears in his orchard. Until 1995, Albert Schulp Jr. and his father Gerrit concentrated mainly on the cultivation of quality fruit. In that year, Albert began processing the fruit into fruit juice. As a fruit connoisseur, he was not prepared to compromise on quality in the processing either. Since 2000, the Schulp fruit juice brand has been synonymous with pure fruit and the juices are sold all over the country. For more information, visit www.schulp.nl