

O-I: HONEST, PURE, ICONIC GLASS

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Neleman introduces authentic chocolate milk in vintage bottle from O-I

Schiedam, 17 June 2015 - Owens-Illinois, Inc. (NYSE: OI), the world's leading glass container manufacturer, is supplying the bottles for Neleman's latest product: daily fresh, organic, fair-trade chocolate milk. The traditional-looking 500 ml bottle recalls the classic glass milk bottles of earlier times and emphasises the pure and sustainable nature of the chocolate milk.

Choosing glass was the obvious choice for Neleman. Glass not only radiates quality and purity but its unique properties make it the sustainable packaging of choice. As O-I is the global expert in the production of sustainable and brand differentiating glass containers, it became Neleman's preferred partner.

"Both O-I and Neleman prioritise sustainability. We partnered last year to create the glass containers for the '50 Reasons & 30 Wishes' organic wines," says Sacco Jansen, Account Manager Food & NAB Benelux at O-I. "So we are proud that our glass has been chosen again, this time for an authentic milk product. Along with the fact that we both convey a message of sustainability, it confirms our good relationship."

Neleman is meeting the rising consumer demand for fair, sustainable, pure and safe products with its organic, fair-trade chocolate milk. The 500 ml Fraicheur bottle was chosen for its compatibility with the image of pure, fresh chocolate milk. The traditional look of the glass container creates a sense of nostalgia for the milk bottles of earlier times.

Derrick Neleman, founder of Neleman: "We wanted to see the purity of our product reflected in the packaging. With the traditional look of this new bottle, O-I did an excellent job of interpreting our desires and values. Furthermore, the flavour of the chocolate milk is perfectly preserved and the quality of our product is instantly clear to the consumer."

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About O-I Europa

Owens-Illinois, Inc. (NYSE: OI) is the world's largest glass packaging manufacturer and partner to many leading food and beverage brands. In 2014, the company generated \$ 6.8 billion in net sales. The company's headquarters are located in Perrysburg, Ohio (United States). Worldwide, O-I employs some 21,100 people in 75 factories across 21 countries. O-I provides safe, sustainable, natural, distinctive and brand-building solutions for glass containers to a growing global market. For more information, visit o-i.com.

With the Glass Is Life™ campaign, O-I is garnering attention from major world markets for the unique properties of glass packaging. Discover the benefits of glass and join our movement by visiting glassislife.com.

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