Owens-Illinois Gets a Handle On New Gatorade® Bottle

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Hot-filled gallon first on the market

TOLEDO, Ohio – May 8, 2003 – It's hip to be square – or rectangular, in the case of Gatorade® Thirst Quencher's redesigned gallon bottle, which hit store shelves in March. Gone is the round, shelf-space consuming bottle. The Owens-Illinois Plastics Group, Food and Beverage Products (O-I) has created a space-saving and user-friendly alternative. The rectangular shape allows retailers to display more product on store shelves – and customers to store it in the refrigerator door or other tight places. Plus, it's easier to handle – literally.

"When you consider that a gallon weighs eight pounds, the container can be cumbersome and difficult to grip," said Charles Simpson, O-I product engineer. "We designed a bale handle to give users – especially the kids – something to hold on to when taking the product from the refrigerator and pouring it into a cup."

The package is a space-saver as well as a trend-setter: it's the first hot-filled rectangular gallon jug to hit the market domestically or internationally.

Addressing the need for a space-conscious product was the driving force behind the package redesign. Gatorade came to O-I with a vision: create a rectangular package that was easier to handle, but could be filled on the current lines. To do that required some design ingenuity.

"We needed to keep the handle away from the finish, so that the neck could still be gripped during filling," said Simpson.

Concept development, from inception to production, took about six months.

Once on the shelves, consumers will notice a difference even when viewing the product from the side: the new labels are only applied to half of the container, leaving the signature Gatorade lightning bolt, blown into the grippable handle, easily visible.

More information about Owens-Illinois' Plastics Group, Food & Beverage Products is available by calling (800) 537-0178 or your local O-I representative, or by visiting www.o-i.com. Media inquiries please call (419) 241-2221.

Owens-Illinois is one of the world's leading manufacturers of plastic containers, glass containers and closure systems. O-I Plastics Group, Food & Beverage Products offers food and beverage companies an unparalleled selection of materials, processes and technologies for both containers and closures. From research, to design, to manufacturing and testing, O-I Plastics Group, Food & Beverage Products is a single source for the widest range of food and beverage packaging solutions. Owens-Illinois is an industry leader in using post-consumer recycled plastic.