Fruit2O® Spring Water Beverage Gets New Look

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New package stands out from the crowd

TOLEDO, Ohio – November 12, 2003 – Enter any store, and you'll see them: rows and rows of bottled water. Understandable, seeing as how bottled water sales in 2002 experienced the largest gain in history. In a literally saturated market, the challenge becomes making the product stand out on the shelves. And that's exactly what the Owens-Illinois Plastics Group, Plastic Containers (O-I) has done for VeryFine's Fruit2O® spring water beverage.

VeryFine asked O-I to help design a bottle that would capture the product's image and energy – and would be recognizable even without the label. Working together, designers from O-I and VeryFine created a handful of designs that would be different and ultra lightweight. Six months of innovation and creativity paid off.

"This was not a typical bottle," said Dan Gray, vice president of operations for VeryFine. "We were doing something that hadn't been done before: adding a low shoulder angle. With that, top load strength and stacking became a concern. But O-I suggested a way to overcome that challenge – without increasing the weight of the packaging."

The suggestion: to use nitrogen flush.

"Nitrogen flush provides extra strength but not extra weight," said C. Thurow, O-I industry manager, nonalcoholic beverages. "It gives the package some girth as the consumer holds it in his or her hand before opening and consuming the product." The container is not only practical, it also captures the light in a most unusual way.

"It has pillars designed into it, which gives it a wonderful way of refracting the light," said Sam Rowse, owner and president of VeryFine. "When you turn it to drink, it gives the appearance of ice. It's unique in the entire category."

A Pol-E-Loc® closure, also from O-I, tops off the Fruit2O container. Made of polyethylene with a PCL finish, its clear color matches the container's icy look. The closure utilizes O-I's Linerless III technology and wing design.

The bottle is certainly a hit. Fruit2O is one of the fastest growing bottled water products in the U.S., and those who have tested the new packaging in focus groups say they'd definitely buy it. It's currently available in 16- and 20-ounce size, clear and light blue PET.

"We set out to create so customers would recognize Fruit2O without even looking for the name," Rowse added. "It's everything we wanted it to be, and a little more."

Celebrating its 100th anniversary, Owens-Illinois is one of the world's leading manufacturers of plastic containers, glass containers and closure systems. O-I's Plastic Group, Plastic Containers offers an unparalleled selection of materials, processes and innovations to address a wide variety of packaging demands and is the leading packaging supplier in North America in each of the markets it serves. O-I's patented processes, including SurShotSM multi-layer injection technology and SurBond™ and SurFresh™ barrier materials, allow for precise delivery of barrier material based on customer needs. An industry leader in using post-consumer recycled content, O-I is the only producer able to incorporate up to 35 percent recycled content in its packaging.

More information about Owens-Illinois Plastic Containers is available by calling (800) 537-0178 or by visiting www.o-i.com. Media inquiries please call (419) 241-2221. (###)