Purity, Image and Sustainability of Glass are Highlights of O-I 'Glass University'

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O-I showcases glass packaging benefits, modern design and technology during global program

TOLEDO, Ohio, March 20 /PRNewswire-FirstCall/ -- Owens-Illinois, Inc. (NYSE: OI), the world's leading manufacturer of glass containers, has developed a global 'Glass University' which offers customers, purchasers, marketing and sales managers and designers an opportunity to learn more about the fundamentals of glass packaging science specifically within the realm of modern glass manufacturing technologies, design expertise and the benefits associated with this natural material.

O-I understands consumers' preference for glass. Consumers prefer the purity, safety, quality and sustainability of glass. They believe beverages taste better and are colder in glass. Glass is the only true cradle-to-cradle material and is essentially chemically inert. This is as true today as it has been throughout the 2,000 year history of glass.

The three-day Glass University focuses on the benefits of glass and the glass making process as well as the marketing, new product development, technical and creative capacity of O-I. Experts from various disciplines at O-I will cover these topics over two days with the third day dedicated to a tour of a state-of-the-art glass manufacturing facility.

"Attendees of the University will gain an overview of the glass manufacturing process, quality control systems, surface treatments, and innovative container design highlighting the purity and premium image glass conveys to consumers," said Kevin Stevens, vice president of global marketing, O-I. "They will also learn how a strong brand identity and consumer loyalty can be built through the right marketing strategy, by leveraging consumer preferences for glass packaging and its unrivaled sustainable benefits for the end-user and the environment."

The O-I Glass University is currently held in North America, Latin America and Europe with programs in the Asia Pacific region coming soon. Upcoming Glass University dates:

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North America (for more information: Carl Rooth, +1 419 247 5000)
 - March 27 - 29 in Perrysburg, Ohio

Location T.B.A.
 - June 26 - 28
 - September 18 - 20
 - November 13 - 15

Europe (for more information: Claire Roux, + 33 4 26 68 65 70)
 - May 15 - 17 in Lyon, France

Latin America (for more information: Miguel Yanez, + 58 212 300 2553)
 - April - in Colombia
 - May - in Brazil
 - Oct./Nov. - in Venezuela

About O-I
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Millions of times a day, O-I glass containers, healthcare packaging and specialty closure systems deliver many of the world's best-known consumer products to people all around the world. With leading positions in Europe, North America, Asia Pacific and South America, O-I provides consumer-preferred products that enable superior taste, purity, visual appeal and value benefits for our customers' products. Established in 1903, the company employs nearly 30,000 people and has more than 100 manufacturing facilities in 23 countries. In 2005, annual revenues were $7.2 billion. For more information, visit http://www.o-i.com.

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