



Damrak Gin targets U.S. expansion in new O-I container

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FOR IMMEDIATE RELEASE

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Schiedam, (July 31, 2014) - Owens-Illinois, Inc. (NYSE: OI), the world's largest glass container manufacturer recently completed a line extension for Lucas Bols, the world's oldest distilled spirit brand. O-I Netherlands has been sole supplier of the 75cl bottle for Lucas Bols' Damrak Dutch Gin for many years. The line extension introduces 70cl and 1-litre sizes for foreign markets including the U.S. and Europe. The objective is to develop sales in the U.S., where sales of premium gins are on the rise, and in other selected European markets where Lucas Bols has distribution arrangements in place.

A total packaging solution

O-I won the new product development project thanks to its ability to create a total packaging solution. To enhance Lucas Bols' position in the premium segment, O-I upgraded the design for the 70cl and 1-litre bottles. The black closure was changed to a brilliant orange, paired with the original blue bottom, giving the brand a more Dutch look. For increased brand recognition the embossed logo was placed lower on the bottle.

O-I operates as a one-stop-shop for Lucas Bols, handling all necessary purchases and planning the complete production and distribution cycle. The specialty, extra flint bottle is made in O-I's plant in Holzminden, Germany. O-I delivers the bottles to Decoglass in Montabauer, Germany for printing, collects them and delivers them at the Lucas Bols' filling plant Avandis in Zoetermeer (Holland).

Segment manager beer, spirits and wine packaging for O-I Benelux, Patrick Waegemakers, says, "The long-standing relationship with Lucas Bols helped us to intimately understand their requirements. Our New Product Development capabilities and international character enable local brands to differentiate themselves in foreign competitive markets."

International distillers such as Lucas Bols are muscling in on the proliferation of premium gin by investing in their own brands. Remaining faithful to its original recipes, while thriving on knowledge and traditional expertise, Lucas Bols builds on its reputation of providing high quality alcoholic beverages since 1575.

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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. The Company had revenues of \$7.0 billion in 2013 and employs approximately 22,500 people at 77 plants in 21 countries. With global headquarters in Perrysburg, Ohio, USA, O-I delivers safe, sustainable, pure, iconic, brand-building glass packaging to a growing global marketplace. For more information, visit www.o-i.com.

O-I's Glass Is Life(TM) movement promotes the widespread benefits of glass packaging in key markets around the globe. Join us in the #betteringlass conversation at www.glassislife.com.

About Lucas Bols B.V.

Lucas Bols B.V. is a privately held Dutch company in the business of production, distribution, sales and marketing of alcoholic beverages. It is the oldest distillery brand in the world. Its brand portfolio consists of Bols, Galliano, Vaccari, Pisang Ambon, Gold Strike and a large group of Dutch genevers and liqueurs. The ability to innovate and to have a good relationship with professional bartenders worldwide are essential for the success of Lucas Bols, working out of its headquarters in Amsterdam with a small but dedicated team of 28 people. In 2006 the company was producing three million boxes per year with a turnover of around €95 million, distributed over 110 countries. For more information: www.lucasbols.com

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