



## FOR IMMEDIATE RELEASE

LONDON, England, May 6, 2009  
LONDON INTERNATIONAL WINE FAIR

### O-I AUSTRALIA DELIVERS 'LEANER AND GREENER' WINE BOTTLES TO THE WORLD

- **Large investment in O-I Adelaide plant in Australia**
- **Wine bottles 18 – 28% lighter**
- **More environmentally friendly**
- **Maintains brand integrity**
- **Innovation assists Australian wine industry**

Australia's domestic and export wine industry received a significant boost today with the launch of substantially lighter weight and more environmentally friendly wine bottles.

The world's leading glass container maker, O-I, has invested AUD\$3.5 million in equipment and trials at its Adelaide plant to reduce the weight of selected wine bottles by up to 28%.

The new Lean and Green™ wine bottles will be revealed for the first time internationally next week with Wine Australia at the London International Wine Fair 2009.

Installation of narrow neck press and blow (NNPB) technology at the Adelaide plant has allowed O-I to take out considerable weight, energy and water consumption from each bottle but maintain the proportions and premium image brand owners require.

This technology allows O-I to be more consistent and precise in its glass wall thickness, therefore reducing weight whilst delivering an even more sustainable product. Glass is the only packaging material that is infinitely recyclable and considered the best example of a "cradle-to-cradle" product, the ultimate closed loop process.

Such a weight reduction represents one of the largest breakthroughs in wine bottle making in Australia and retains O-I's Adelaide plant at the forefront of wine bottle making facilities globally. It also responds to demands from local and export markets for more sustainable manufacturing and continued innovation.

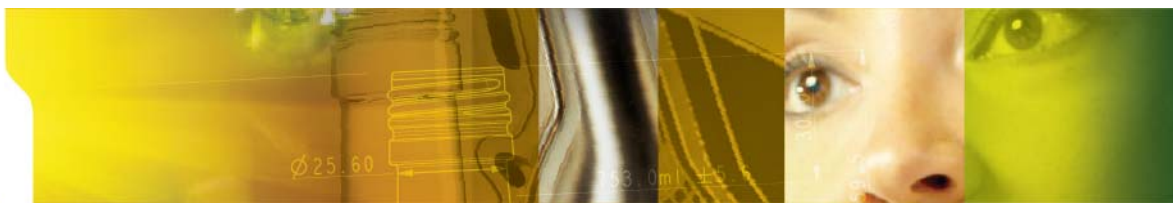
Using new designs and the NNPB technology at the O-I Adelaide plant, 750ml claret and burgundy bottles manufactured in French Green will be between 18 and 28% lighter than current offerings.

Bottle	Weight (Current)	Weight (New)	Difference
750ml Claret (Screw Cap)	400g	330g	70g (-18%)
750ml Burgundy (Screw Cap)	416g	330g	86g (-21%)
750ml Punted Burgundy (Screw Cap)	495g	360g	135g (-27%)
750ml Punted Claret (Screw Cap)	500g	360g	140g (-28%)

**Based on current French Green production levels, these innovative designs will save almost 20,000 tonnes of glass packaging a year.**

LIGHTER WEIGHT.  
PREMIUM IMAGE.  
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In addition to less glass, the production process for lighter weight bottles is more water and energy efficient, delivering strong environmental benefits. Compared to the current blow and blow technology, the new technology delivers:

- **A 20% reduction in energy use to produce the same number of bottles;**
- **A carbon dioxide saving of more than 11,130 tonnes of CO<sub>2</sub> per annum – or the equivalent of 4120 less 4-cylinder cars on Australian roads each year\*;**
- **An average 12% drop in water usage per container;**
- **Overall water savings of 4720kL or the equivalent of 6.3 Olympic swimming pools a year; and**
- **Almost 20,000 tonnes of glass packaging saved per annum.**

O-I Asia Pacific President Greg Ridder said today's announcement was the first step in rolling out NNPB technology across the O-I Adelaide plant. Two further machine lines will also be converted to NNPB later in 2009, taking the total investment to AUD\$6.5 million and delivering further environmental benefits.

"Over the past decade, we have invested AUD\$240 million in the O-I Adelaide plant and this helps secure local manufacturing jobs and defends the Australian wine industry and related businesses against overseas bulk wine export initiatives," Mr Ridder said.

He said the new lightweight containers maintained the Australian wine industry's premium image and helped protect the industry against moving bottling away from its source. He said the Australian wine industry could match or better anything in the world when it came to packaging or products.

"We are a new world wine country that has already demonstrated a modern, fresh and innovative approach in the total product offering. This was demonstrated with the way in which screw cap was successfully launched and accepted."

Mr Ridder said today's launch of O-I's Lean and Green™ wine bottle range was another example of O-I helping Australian wine customers and the Australian wine industry tackle innovation and sustainability.

"This is a great marriage of timing when you consider the issues of sustainability, emissions, energy and moderation of packaging and resources. Our new lightweight bottles bring these factors together and deliver a product for its time. It's another example of the Adelaide plant being a premier wine bottle making facility in the world in volume, technologies and bottle making techniques."

Mr Ridder said O-I would present the leaner and greener outcomes to UK retailers, customers and industry groups to further highlight O-I's sustainability and innovation credentials and the forward thinking of Australia's wine industry.

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**About O-I**

Millions of times a day, O-I glass containers deliver many of the world's best-known consumer products to people all around the world. With the leading position in Europe, North America, Asia Pacific and Latin America, O-I manufactures consumer-preferred, 100 percent recyclable glass containers that enable superior taste, purity, visual appeal and value benefits for our customers' products. Established in 1903, the company employs more than 23,000 people with 80 manufacturing facilities in 22 countries. In 2008, net sales were \$7.9 billion. For more information, visit <http://www.o-i.com>

\* Australian Bureau of Statistics - Survey of Motor Vehicle Use in Australia, Oct 2007 and Clean Up Australia Emissions Calculator.  
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