

People across the globe prefer their favorite foods and drinks in glass.* That's why O-I launched Glass is Life™, a global movement to celebrate the love we all share for glass.

The movement highlights the unmatched, pure qualities of glass - taste, sustainability, quality and health.

GLASS IS LIFE™

People can visit glassislife.com to learn more and get the facts about why glass containers are great for their taste buds and the environment.

Glass is virtually inert - and doesn't change the taste of the food and beverages they enjoy. Nothing comes through but the distinct flavor of their favorite food and drinks.

When someone visits the Glass is Life website, they'll hear environmentalist Céline Cousteau as well as chefs, CEOs, brandowners and parents talk about their passion for glass. People can discover the virtues of glass. They can watch these stories, share their own and post a comment about what glass means to them.

*Research referenced includes individual surveys conducted and/or commissioned by O-I between October 2008 and April 2011.



Celine Cousteau, environmentalist and granddaughter of Jacques Cousteau



THE CASE FOR GLASS

- 1 STABLE NATURAL RECYCLABLE SUSTAINABLE**
Glass is natural. It's made from three simple ingredients: sand, limestone and soda ash. These ingredients make glass endlessly recyclable. And glass retains the same high quality through recycling after recycling.
Glass is stable. It doesn't break down into harmful chemicals in earth or oceans.
And glass can actually lower your carbon footprint compared to other packaging. The total lifecycle of packaging, whether it's glass, plastic, aluminum or paper, includes raw material extraction and transport, manufacturing, shipping, and recycling or disposal. Because glass recycles endlessly, making new bottles often requires fewer raw materials and less energy. Glass is a packaging choice you can feel good about.
- 2 UNIQUE VERSATILE QUALITY MEMORABLE**
Glass says quality all by itself. It's the only packaging material that people are inspired to own, reuse, collect and display. Glass can take on a glorious range of shapes, colors and textures. It's beautiful. It's memorable. It's iconic.
You can feel its quality in your hand.
And glass is brand-building. It tells you that someone cares about the contents. It occupies a unique place on the shelf because it occupies a unique place in our hearts.
People are more likely to reach for glass.
- 3 INERT TASTE FLAVOR FRESHNESS**
Glass preserves flavor. When you eat or drink something from glass, you're experiencing the pure taste of that food or drink - nothing more, nothing less.
Glass is the most neutral of packaging materials. It's as inert as packaging gets. It doesn't interact with what it holds. And glass doesn't need additives to protect freshness or flavor.
That's why chefs, food lovers, and food and drink brand managers all love glass. It preserves and protects flavor exactly as intended.
Glass is all about the taste buds.
- 4 CLEAN NON-REACTIVE IMPERMEABLE HEALTHFUL**
Glass also acts as a natural barrier against bacteria. It's virtually impermeable to oxygen, so glass keeps food and drink fresh and full of their natural vitamins, minerals and other health benefits. Glass is also easy to clean, sanitize and reuse.
People concerned about their own and their family's health often prefer to buy things packaged in glass. They rely on its safety. People trust glass.
Glass is non-reactive. It's safe to use over and over again in your home, and most people feel that glass is the safest type of container to use in the microwave.
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PEOPLE LOVE GLASS INSTINCTIVELY. YOU ALREADY KNOW ITS BEAUTY. YOU SENSE ITS PURITY. YOU LOVE ITS RECYCLABILITY AND NOW YOU KNOW THE FACTS ABOUT WHY GLASS PACKAGING IS GREAT FOR YOUR TASTE BUDS, YOUR HEALTH, YOUR BRAND, AND THE ENVIRONMENT.

