



BEER SELECTION

PREMIUM GLASS  
BOTTLE RANGE





## OUR HERITAGE

Since inventing the first automatic bottle making machine in the early 1900s, O-I has been committed to manufacturing innovative and high quality glass containers across the globe.

Our premium glass beer bottle range underlines australia's pursuit of merging striking design with functionality, flexibility and sustainability.

Take a closer look, the advantages are clear.

# INNOVATION AND DESIGN CAPABILITIES

## Innovation

O-I Australia's design, innovation and new product development teams can transform your ideas into compelling glass packaging.

O-I offers a range of innovative proprietary products and stock containers to create quality packaging that will meet and exceed the expectations of you and your customers.

Including O-I's designers at the earliest stages of product conception provides access to worldwide market research and global technologies. This creates individual and innovative designs for specific markets.

O-I Australia uses the latest in 3D modelling, conceptual design software and electronic sketch tablet technology to provide freeform and CAD designs. We can also provide a range of prototypes to assist in visualising new products.

During the design process, O-I balances environmental objectives with market appeal, line handling and distribution efficiencies.

## Decoration

O-I's Applied Ceramic Labelling (ACL) capabilities can take your product to the next level.

Transform your label from a simple graphic to a stand-out decoration using coloured lettering or images.

ACL can:

- Eliminate label scuffing;
- Improve filling line speeds;
- Eliminate labeller downtime and maintenance;
- Eliminate label waste;
- Create high graphic impact in market; and
- Provide raised letter effect for a unique feel.





## MEET THE CRAFT FAMILY

O-I's family range of craft beer bottles is available in three sizes with a crown seal finish, ensuring brand consistency across single-serve and multi-serve product offerings.

The family range has been designed with the craft brewer in mind. The sophisticated bottle shapes communicate a premium look and feel to create visible packaging differentiation from mainstream beer bottles.



### Key Features

- Large area for neck labels
- Label recess built in to all bottles for label production
- Same height, diameter and fill point on both craft and our standard industry 330mL bottle. This ensures ease of change over and ease of secondary packaging.
- Same neck angle on all bottles to make labelling easier.
- Alternative finishes are available in twist crown and 28mm — 1650 whilst maintaining overall bottle height



330mL CRAFT



500mL CRAFT



640mL CRAFT

WARE SPECIFICATION	30967	30968	30969
COLOUR	Amber	Amber	Amber/Black
HEIGHT	222.9mm	264.2mm	281.0mm
DIAMETER	60.9mm	67.4mm	74mm
WEIGHT	240g	340g	360g
BRIM FILL CAPACITY	350mL	520mL	663.5mL
FILL POINT HEIGHT	331.8mL	502.4mL	642.6mL
MAXIMUM CARBONATION	4g/v	4g/v	4g/v
FINISH	26-656 Shallow Groove Crown Seal (GCS-62437)	26-656 Shallow Groove Crown Seal (GCS-62437)	26-656 Shallow Groove Crown Seal (GCS-62437)
BOTTLES PER PALLET	2100	1476	1184
BODY LABEL PANEL	36.0mm	40.0mm	50.0mm
NECK LABEL PANEL	36.0mm	40.0mm	50.0mm

# THE NEW BLACK

Introducing the newest product innovation from O-I, black glass.

Black is the colour of sophistication and evokes a sense of mystery, style and elegance. O-I's black glass packaging is turning heads with a bold new look used to create standout products which will attract the attention of consumers.

## Benefits:

- Visible packaging differentiation
- Premium design cues
- Ultimate light and UV protection providing  $\leq 8\%$  light transmission
- Fully inspected
- 100% Recyclable
- Applicable to all market categories
- O-I consumer research shows black glass has the highest impact in communicating a premium, authentic and classic look.\*



CROWN SEAL



TWIST CROWN

330mL BEVERAGE

WARE SPECIFICATION	30415	30416
SPECIFIC CODE	3261	3262
HEIGHT	222.9mm	222.9mm
DIAMETER	60.9mm	60.9mm
WEIGHT	205g	205g
BRIM FILL CAPACITY	351.3ml	351.0ml
FILL POINT HEIGHT	52mm	52mm
MAXIMUM CARBONATION	4g/v	4g/v
BOTTLES PER PALLET	2250	2250
BODY LABEL PANEL	84.0mm	84.0mm
NECK LABEL PANEL	84.0mm	84.0mm





## INTERNAL EMBOSSING



Internal embossing is a unique technology that allows designs to be applied to the internal wall of the bottle.

Unlike external embossing, this technique enables full label surface coverage as the decoration is on the inside of the bottle.

This step-change innovation from O-I, unveils the unique internal design during consumption, delivering the ultimate visible packaging differentiation. Internal embossing also communicates premium design cues.

In the case of Vortex™, the design of the embossing pattern enhances consumption and beverage flow. In addition to Vortex™ multiple embossing options are available as proprietary offerings, limited only by creativity.



## INDUSTRY RANGE

O-I offers a complete range of beer bottles to support every brand position. Available in two sizes and multiple colours, O-I's Industry Range has been designed to suit a number of drinking occasions.





330mL BEVERAGE



330mL BEVERAGE



355mL BEVERAGE

WARE SPECIFICATION	30415	30416	30698
COLOUR(S)	AM/CG/FL/BLK	AM/FL/BLK	AM/CG/FL
HEIGHT	222.9mm	222.9mm	227.0mm
DIAMETER	60.9mm	60.9mm	62.0mm
WEIGHT	205g	205g	210g
BRIM FILL CAPACITY	351.3mL	351.0mL	376.0mL
FILL POINT HEIGHT	52mm	52mm	52mm
MAXIMUM CARBONATION	4g/v	4g/v	3g/v
FINISH	26-656 Shallow Groove Crown Seal (GCS-62437)	26-543 Twist Crown (GCS-61436)	26-543 Twist Crown (GCS-61436)
BOTTLES PER PALLET	2250	2250	2250
BODY LABEL PANEL	61.8mm	61.8mm	41.5mm
NECK LABEL PANEL	61.8mm	61.8mm	41.5mm



To speak with an O-I customer service representative about beer bottles, contact:

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