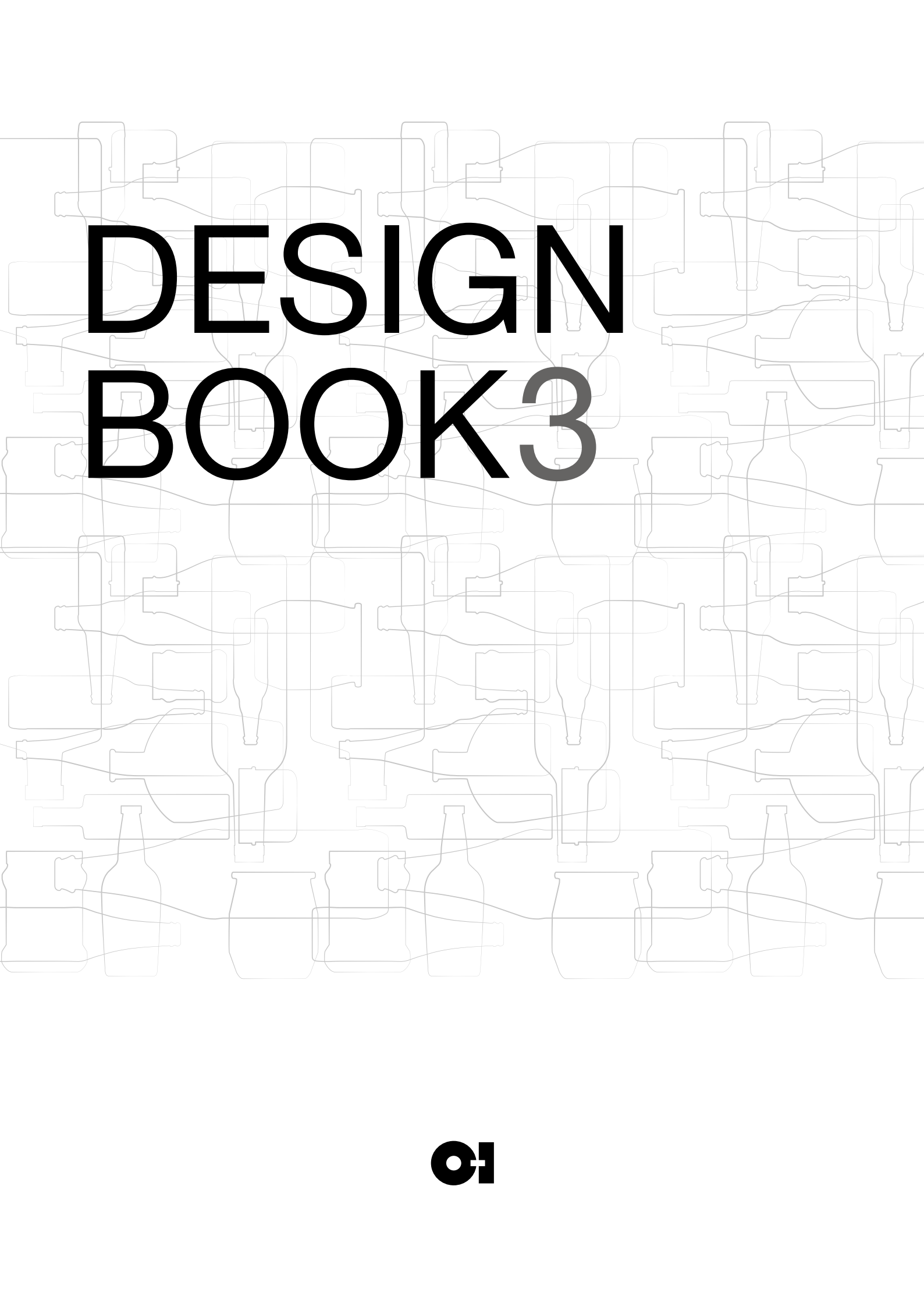


The background of the entire page is a repeating pattern of thin, light gray outlines of various bottle shapes. These outlines are overlapping and arranged in a way that creates a dense, textured effect across the entire surface.

DESIGN BOOK3



DESIGN BOOK3



FOREWORD



It is my great pleasure to introduce the third edition of the O-I Design Book. This exceptional collection showcases how glass builds brands and transforms everyday moments into extraordinary ones. Each bottle and jar featured here brings brands to life by engaging the five senses in the most captivating way.

At O-I, we believe that packaging is far more than just a container; it is a vital part of the brand experience. Our teams of designers and engineers possess a unique expertise we call Creative Reality, which blends creativity with practical innovation.

What is Creative Reality? It is our passion for turning your vision into reality. We delve into market and consumer insights to craft designs that truly resonate with consumers. Our approach incorporates every aspect of glass design – from color and shape to embossing – to elevate your brand. Understanding the intricate details of glass manufacturing allows us to ensure that these designs can be realized just as you envisioned.

By collaborating and leveraging O-I's expertise in glass design and engineering, we can create packaging that not only serves its function but also becomes a core asset of your brand, capturing its very essence and creating significant value.

I am grateful to each of the brand owners and design agencies who have chosen to collaborate with O-I to harness the power of glass packaging to stand out on the shelf and tell their story. I also want to acknowledge the skills of O-I's designers, container engineers, glass makers, and storytellers behind these pages.

I hope this book inspires you with the boundless possibilities that glass offers for your brand.

ARNAUD AUJOUANNET

Senior Vice President & Chief Sales and Marketing Officer

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UNLEASHING THE POWER OF PACKAGING:

Transforming Brand Vision into Creative Reality & In-Market Success

Picture this: a consumer is staring at the shelf, looking to purchase a sparkling water, premium spirit, or cooking sauce. Among the options, there is a glass bottle that is so unique, so different, and so eye-catching, it immediately grabs the shopper's attention.

Among packaging materials, glass stands out for brands aiming to create impactful consumer experiences. Its transparency, tactile qualities, and aesthetic appeal allow brands to authentically communicate values and emotions.

"When we talk about the role of packaging design, we know that packaging is the face of the product. It not only needs to secure shoppers' attention from the shelf. We tend to drink with our eyes, so packaging needs to really communicate the story of the company and the product."

Diana Goff,
Foresights Manager at O-I Glass

A product packaged in O-I glass is a creative vision turned reality. The package embodies the brand essence. It is easier for consumers to see on the shelf, holds a consumer's attention for longer, helps convey positive feelings, and allows the brand to have long-term appeal and recognition.

We are more than just a glass manufacturer – we are a strategic partner to brands seeking to create joint value across the world. O-I helps brands tell their stories to build long-lasting connections with consumers.

O-I delivers a cohesive customer experience with our one-stop shop approach. Our in-house design team uses consumer insights, market and category expertise, and creative thinking to embody brands and drive impact with glass packaging.

Whether customers leverage O-I's one-stop-shop and total package solution approach or are already working with a design agency, O-I's designers deliver show-stopping, one-of-a-kind packaging grounded in Creative Reality.

What is Creative Reality? It means O-I's expert designers and container engineers can bring your creative vision to life because we understand the glass manufacturing process and technical nuances. Our goal is to ensure that your design concept is manufacturable, beautiful, and impactful.

The designs shown in this book are just some of the beautiful examples O-I has helped bring to market. Want to learn more? Contact us today to see how we can bring your impactful packaging vision to life.

To learn more or connect on a project opportunity or Glass Packaging Design services from O-I, scan the QR code or visit www.o-i.com/innovation/glass-bottle-design/



SUSTAINABLE, INNOVATIVE GLASS PACKAGING



At O-I, we are dedicated to advancing sustainability through our glass packaging solutions. Our designs reflect our commitment to environmental responsibility, ensuring that each piece of glass packaging meets your design and functionality objectives and helps protect our future. And for brands using glass packaging, they can attract consumers who value sustainability.

Glass packaging is the epitome of sustainability, as it's 100% and infinitely recyclable while upholding the quality and integrity of the product it holds. And we are continually innovating to further reduce its impact and maintain glass packaging as the premier choice for environmentally conscious consumers.

Glass packaging is already the sustainable packaging choice – and we're taking it even further. Throughout the book, you'll see several examples of refillable glass bottles (RGBs) and lighter-weight glass bottles. Brands can have it all: Innovative, impactful designs and packaging that helps you reach your sustainability goals.

By highlighting refillable glass packaging in this book, we want to show that what might be considered old-fashioned packaging is, in fact, quite modern. You can have it all: great design and the most sustainable packaging on earth.



Refillable glass bottles (RGBs) take the world's most sustainable package a step further. They can be refilled, on average, 25 times before being retired from circulation or recycled. In as few as five turns, RGBs offer the lowest environmental impact of any other packaging.



I. SPIRITS





COGNAC COURVOISIER

CUSTOMER
COURVOISIER

COUNTRY
FRANCE

Premium simplicity, this bottle marries a proud and stout body to a towering neck with an intentionally sculpted shoulder. The resultant form promises the utmost quality, reflected in a badge of honor proudly displayed on the shoulder and the brand's name eternally marked in glass near the base.



SOIRÉE

CUSTOMER
GRAPHIC BRANDS LTD

COUNTRY
UNITED KINGDOM

LUXURY
CREAM
LIQUEUR



LUXURY
CREAM
LIQUEUR

SOIRÉE

SALTED CARAMEL

70CL
15% ALC.VOL

Black and gold, a timeless reflection of premium sophistication. This luxury look is achieved through multi-step decoration, beginning with O-I : Expressions to achieve the embossed glass Art Deco pattern, then coated in black and finished with gold ACL labeling. The resulting presentation is one of the highest opulence.

42% ALC/VOL
70CL





ROSALUNA

CUSTOMER
MEZCAL ROSALUNA

COUNTRY
MEXICO

Organic and flowing, inspired by mother Earth and its natural wonder, this bottle gently curves from shoulder to heel. It creates a comforting and approachable visage, anchored in the resilience of nature itself with a strong finish featuring the debossed brand name.

SOTOL NOCHELUNA

CUSTOMER
CASA LUMBRE

COUNTRY
MEXICO



A love letter to heritage Mexican bottle design, this design features a thick glass finish and high push up that immediately transports it back in time. This rustic premium effect is augmented by the heavy use of textual glass embossment, uncovering the details of the mystical Sotol of Chihuahuan legend.



MOZART

CUSTOMER

MOZART DISTILLERIE GMBH

COUNTRY

AUSTRIA

Tantalizing details promise an indulgent treat. This voluptuous form is encased in metallic foils, replicating the experience of unwrapping a decadent dessert. The spherical bottle sits atop a pedestal base, amplifying the promise of a premium experience.



RON PINK

CUSTOMER
FÁBRICA LICORES DE ANTIOQUIA

COUNTRY
COLOMBIA

Pride incarnate, this bottle exudes confidence, unapologetic in its stance and presentation. It boldly redefines possibilities in decoration, stretching ACL capabilities to feature 11 celebratory colors of 360° decoration. The unique application of these colors transform the offering into a lively, category-redefining package.





As prestigious and pristine as a preening bird of prey, this vodka bottle features an embossed visualization of the enigmatic eagle. This icon proudly nests at the base of this confident and proud trophy shape. This clean and contemporary alliance of shape and decoration presents an undeniable complete package.

KNEBEP VODKA

CUSTOMER
BARDINET

COUNTRY
SPAIN





SAN MIGUEL

CUSTOMER
RON SAN MIGUEL

COUNTRY
ECUADOR

Organic and structured forms collide to create this innovative ready-to-serve product. The top and bottom shapes meet in a sculpted curvature that wraps around the bottle, affording strong label placement that completes the presentation.

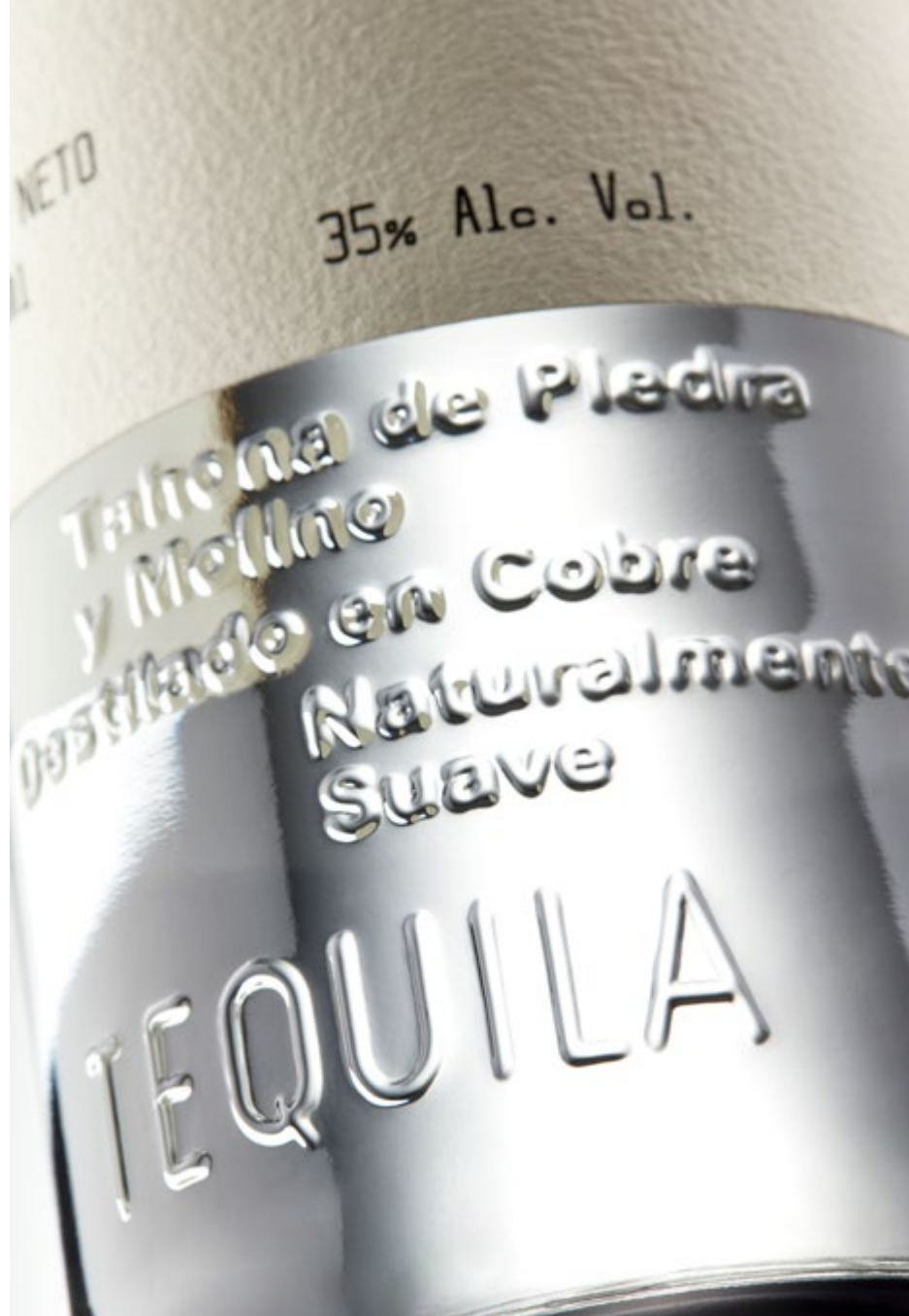


DEFRENTE TEQUILA

CUSTOMER
DEFRENTE TEQUILA

COUNTRY
MEXICO

Naturally smooth and set apart, this bottle design stands on its simplicity in both profile and labeling. A rounded, stout shoulder gives way from a narrow neck to a broad body, terminating in a slight foot that secures the pillar-esque profile. The brand promise is raised in glass, with the trademark proudly stamped into the bottom of the container.



Tequila Blanco

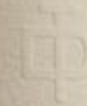
100% Puro de Agave

DEFRENTE®

Atotonilco, Jalisco,
México

20°35'19.7"N 102°29'10.7"W

Noble
y Limpio



CONT. NETO
700 ml

35% Alc. Vol.

Tahona de Piedra
y Molino
Destilado en Cobre
Naturalmente
Suave

TEQUILA



VACCARI

DALLA FAMIGLIA ARTURO



VACCARI

TRIPLE ANISE SAMBUCA

NERO

Mr. Vaccari

DISTILLED IN ITALY

LIQUEUR

e 700ml

VACCARI

CUSTOMER
REFRESCO EUROPE

COUNTRY
THE NETHERLANDS

Traditional Italian shapes form the foundation of this artisanal design. A triangular profile is enhanced through resplendent faceting along the shoulder and heel of the bottle, creating beautiful refractions up and down the design.

DICTADOR 12 AÑOS

CUSTOMER
DICTADOR COLOMBIA

COUNTRY
COLOMBIA





Unquestionably strong with a stout stance, this design is the definition of bold sophistication. The bulbous neck and coat of arms embossment buttress the brand's heritage quality. A powerful base completes this valiant bottle, cementing the brand's prestige through the debossed logo in the heel. The addition of ACL decoration further elevates the design, offering a vivid, durable label that reinforces brand identity and enhances the bottle's overall impact.



NATU NOBILIS

CUSTOMER
PERNOD RICARD

COUNTRY
BRAZIL

Striking a noble pose that transcends time, this proud bottle features a hefty base and strong shoulder. Each of these showcases brand elements in glass detail that strengthen the brand's presentation. The bottle terminates in a bulbous neck, tying the product unquestionably to the whisky category.







TISCAZ

CUSTOMER
TERROIR DISTILLERS

COUNTRY
FRANCE

Traditional artwork and glass embossment squarely tie this design to Mexican heritage. The rectangular bottle frames its decorative elements, each side portraying a canvas of Mexican artwork. The strong shoulder leads into a bulbous neck, confirming the resilience and long-standing character of Mexico.



Embracing tradition and the complex character of tequila, this hexagonal design stands out with its soft structural transition. The architectural framework is disrupted by the curved front-facing surface, confidently stating the brand's origin and heritage in glass embossment. The wide body sculpts up to a thick beaded finish and mirrored closure, reflecting the bottle's dedication to quality and cultural authenticity.



LA COFRADIA TEQUILA

CUSTOMER
LA COFRADIA

COUNTRY
MEXICO

STOLI

CUSTOMER
STOLI

COUNTRY
LATVIA

Creativity and forward looking originality are the focus of this iconic design. Each bottle features embossed coordinates of the 10 most progressive cities in the world, capturing in glass the spirit of innovation and ceaseless advancement.





TEQUILA TADDEL

CUSTOMER
CASA LOY

COUNTRY
MEXICO

Balancing tradition and innovation, this glass bottle defiantly stands opposed to standard design. Two purely cylindrical shapes are offset by strong, proud horizontal bands that frame the body and support the neck. The repeated embossment of Taddel affirms the brand's history while exploring contemporary cues through the bottle shape.







AGUARDIENTE AMARILLO

CUSTOMER
INDUSTRIA LICORERA DE CALDAS

COUNTRY
COLOMBIA

Standing tall with dignity, this exquisite bottle relies on crystal clear flint glass to showcase the natural beauty of the liquid inside. The tapered body springs out of a robust push up, mirrored in the confident shoulder. The finishing touch - floral embossments - decorate the shoulder, tying the product to its traditional roots.





BIALY BOCIAN

CUSTOMER
STOCK POLSKA

COUNTRY
POLAND



Understated elegance is at the heart of this vodka bottle. A fluid transition from the slender neck to the solid body imitates quality cues found in wine. The clear flint glass showcases the purity of the vodka while a stamped stork carries the brand icon in glass.





A classic design that utilizes heavy embossment to emphasize its quality, this bottle features a beautiful rendering in glass of the distillation process. The trophy shaped profile is rooted in history with its repeating diagonal pattern, reinforced with multiple instances of glass branding in the foot and shoulder.

ZOLADKOWA GORZKA

CUSTOMER
STOCK POLSKA

COUNTRY
POLAND



TIERRA SAGRADA

CUSTOMER
ADICTIVO TEQUILERA

COUNTRY
MEXICO



Sweeping curvature captured passionate movement in this sculptural tequila bottle. Inspired by the heart of the agave plant, this design was created to mimic perfume trends and attract a new feminine audience to tequila. The craftsman's signature is captured in glass, with the brand name overlaid with hand-painted gold painted for a personal touch.

JUNIPERO

CUSTOMER
HOTALING & CO.

COUNTRY
USA

A proud stance featuring bespoke details, this design displays handmade characteristics true to its brand. The entire bottle displays a vertical motion that sweeps up from the base. A gradient smoky coating furthers the rising effect, with unfiltered in-glass embossment anchoring the design. The visual is completed with the brand name stamped into the finish, ensuring interaction with the brand at every pour.





JUNIPERO

ROYAL LABEL WHISKY

CUSTOMER
FANTE

COUNTRY
BRAZIL

An unassuming shape plays to traditional blended whisky cues, featuring a simple squared silhouette with ample branding. Shoulder embossment communicates the authentic nature of the product, while a rarefied gold and black label elevate its visual presentation.







CAMPARI

CUSTOMER
DAVIDE CAMPARI

COUNTRY
ITALY

Elegance reigns supreme in this premium design. Inspired by Davide Campari's connection to the Duomo Cathedral in Milan, a pure round shoulder gives way to a clean body that showcases a mesmerizing series of vertical debossments. The visual effect of these bands rising and falling around the bottle creates a visual tempo that stretches the bottle to never-before-seen heights.



ITALIAN ICE

CUSTOMER
F.X. MATT

COUNTRY
USA



An innovative consumption experience awaits with this O-I Drinktainer™. The wide mouth opening supplies best-in-packaging aroma during product consumption, elevating the taste of this nostalgic RTD. The clean profile allows the brand to speak loudly, framed by the beautiful product color on full display in flint glass.



Streamlined and contemporary, this design succeeds in creating an elegant and simplified design that radiates refined taste. The clear glass refracts beautifully against the product fill color, mirroring a sweeping heel with a similarly extended shoulder.

CHILCANO SQ

CUSTOMER
SANTIAGO QUEIROLO

COUNTRY
PERU

APEROL SPRITZ

CUSTOMER
DAVIDE CAMPARI

COUNTRY
ITALY



This stunning RTD is ready to spark joyful connections with its celebratory trophy shape. The label rests in a deep-in-glass goblet silhouette, promising an authentic aperitif experience with friends at home.



HÕBE

CUSTOMER
LIVIKO

COUNTRY
ESTONIA

A pure and unblemished form promises a clean, unadulterated vodka. The tight curvature at the neck filters into a generous shoulder, presenting the bottle as a contemporary extrapolation of trustworthiness. The design is further embellished by a substantial push-up that elevates the premium stance.



A proud, energetic shoulder defines this vibrant tequila. The sweeping concave neck demonstrates the creative nature of the liquid within, with a tapered body that promises to be the perfect partner for any occasion. The thick glass base elevates the product to a premium placement fitting of its contemporary design.

SOUTHBOUND TEQUILA

CUSTOMER
SOUTHBOUND TEQUILA

COUNTRY
USA



2. **BEER**



DRAGON PREMIUM DARK BEER

CUSTOMER
VATTANAC BREWERY

COUNTRY
CAMBODIA



Bold in stature and stance, this bottle proudly announces its quality and heritage through glass embossment. The deep amber of the glass blends seamlessly with the premium label, complemented by raised glass decoration on the back that pays homage to the quality ingredients that make Dragon malty and complex.

ED FOR EXCITING



EDELWEISS

CUSTOMER
SNOW BEER

COUNTRY
CHINA

This bottle is as tall and proud as the mountains depicted on its Alpine label. The straight neck creates an unquestionable stance of strength, while the brilliant amber glass perfectly complements the blue label with golden accents of quality.





NINKASI BLONDE

CUSTOMER
BRASSERIE NINKASI

COUNTRY
FRANCE

The gentle bulb in the neck references historic brewing techniques, passed down through the ages to now create this award-winning beer. The organic flow from neck to shoulder creates a wholesome appearance, clean and unfettered with extra details as the straight sided body blends into the rounded heel.



HEINEKEN

CUSTOMER
HEINEKEN (330ML)

COUNTRY
ECUADOR

An unmistakable package for an unmistakable brand, the green glass of Heineken boldly announces the brand's heritage. This new presentation of the classic supports its embossed details with the first-ever ACL decoration on a Heineken bottle. The novel decoration creates an even cleaner presentation of the iconic red star logo and label.





BUDWEISER

CUSTOMER
AB-INBEV

COUNTRY
COLOMBIA



With "Since 1876" proudly embossed on its shoulder, this bottle of Budweiser features a strong and unapologetic finish bead, enhanced to flourish in the rigors of the returnable, refillable market of Colombia..



SAZÓN TEPACHE

CUSTOMER
TEPACHERÍA SAZÓN

COUNTRY
MEXICO

The organic neck of this bottle flows into a rounded shoulder, giving an approachable stance with a celebratory finish. The neck bulb features exquisite embossment detailing the brand mark, with the brand name mirrored on the bottom of the bottle as a sign of quality.







LOMZA JASNE PELNE

CUSTOMER
VAN PUR

COUNTRY
POLAND

This classic profile emulates a flowing waterfall, with a smooth shoulder that hearkens back to heritage brewing processes. This reflection on tradition creates a mark of quality that timelessly stretches across generations.

The organic sweep of this shoulder leads the eye directly into the uninterrupted label space. The bottle is a study in minimalism, topped off with a celebratory cork and cage closure.



HEROUT

CUSTOMER
MAISON HEROUT

COUNTRY
FRANCE



SAPPHIRE GOLDEN

CUSTOMER
BAI HA LONG

COUNTRY
VIETNAM

This bottle features an elegant pedestal base with a proud trophy shoulder. The flint glass cleanly shows off the product color and complements the overcap branding, creating a distinctive jewel of a bottle.



BODEBROWN

CUSTOMER
BODEBROWN

COUNTRY
BRAZIL

This defiant beer bottle stands out with a strong, segmented profile, unapologetically challenging category norms. It utilizes strong in-glass embossments that resonate with the brash heavy metal notes of Iron Maiden. The resulting audacious presentation is completed in green glass.





CORONA

CUSTOMER
AB-INBEV

COUNTRY
COLOMBIA



Preserving the beach for future generations, this iconic Corona bottle is a new returnable, refillable offering in Colombia. It invites consumers to take part in protecting nature while relaxing in the paradise of Corona.



3. FOOD



LEVANTE OLIO EXTRA VERGINE DI OLIVA

CUSTOMER

OLIO LEVANTE S.R.L.

COUNTRY

ITALY

Timeless architectural themes ground this bottle in quality and heritage. The square footprint frames the label while providing strong highlights with the chamfered edges. Up on the shoulder, the brand is prominently featured in glass embossment, with a flowing glass collar representing the smooth quality of the oil within.





MASSERIA
SAN NICOLA

LEVANTE

LEVANTE
MASSERIA
SAN NICOLA



OLIO EXTRA
VERGINE
DI OLIVA

100% ITALIANO



1L e

LEVANTE

LEVANTE

LEVANTE

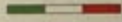
FRANTOIANI DAL 1902



OLIO EXTRA
VERGINE DI OLIVA

BIOLOGICO

100% ITALIANO
ESTRATTO A FREDDO



1L e 34 fl oz

LEVANTE

LEVANTE

LEVANTE

FRANTOIANI DAL 1902



OLIO EXTRA
VERGINE DI OLIVA

DOP TERRA DI BARI
CASTEL DEL MONTE

DENOMINAZIONE DI ORIGINE PROTETTA



1L e 34 fl oz



BASSO-BIO

CUSTOMER
BASSO FEDELE E FIGLI S.R.L.

COUNTRY
ITALY



A tall bottle featuring a stout shoulder brings a contemporary aesthetic to this timeless category. The newness of the shape brings attention to the bottle, with the brand name emblazoned across the angled shoulder.

RIO MARE

CUSTOMER
CONSERVAS ISABEL

COUNTRY
ECUADOR

Sophisticated elegance in a jar, the heel of this design lifts off the table. Every curve is purposeful, with the heel transitioning softly into the body, and a strong bead directly that mirrors the geometry of the closure. The overall presentation is clean and cosmopolitan, intentional in every aspect.



OYSTER SAUCE

CUSTOMER
LKK

COUNTRY
CHINA

Fine details distinguish this bottle. The elongated form stretches to the sky, offering a tall and elegant profile. It creates a clean aesthetic with multiple labeling opportunities for maximum brand impact.





KNORR

CUSTOMER
UNILEVER

COUNTRY
VIETNAM



A uniquely organic faceting creates twisting highlights and shadows along the profile of this bottle. The flowing feature embodies a fluidity perfect for the oil contained within.



This jar has an honest and approachable stance, with a slight taper that lifts the eye up its profile. The novel presentation of this yogurt product in differentiated packaging is the first familiar presentation in glass packaging.

DANLAC

CUSTOMER
P&D ANDINA ALIMENTOS

COUNTRY
PERU

RIANS

CUSTOMER
LA LAITERIE RIAN

COUNTRY
FRANCE



Clean and sophisticated, absolutely premium in its minimal presentation, this foil sealed jar is the perfect table-ready serving dish. Indulgence is at hand with this wide proportioned jar.



HERDEZ

CUSTOMER
MOLE DOÑA MARÍA

COUNTRY
MEXICO

The shoulder and heel of this elegant design mirror a rounded, informal curvature that embraces homecooking. The welcoming shoulder features the brand's embossed logo as a stamp of trusted quality passed down through generations.



4.

NON-ALCOHOLIC BEVERAGES



DEL VALLE FRESH

CUSTOMER
COCA-COLA

COUNTRY
ECUADOR



RETORNABLE



Functionality and clear messaging define this bottle. It features both a textured grip area and flanged finish bead for extra security while pouring. The texture resembles a fruit's skin, promising a refreshing beverage within. Clear returnable messaging on the broad conical neck matches the no-nonsense body. Additionally, the bottle includes ACL decoration, enhancing its visual appeal and brand differentiation.

VÄRSKA

CUSTOMER

VÄRSKA ORIGINAAL AS

COUNTRY

ESTONIA





A clean and simple bottle shape gives way to refractive vertical striations, elongating the perceived height and grace of the design. The brand name is perfectly framed by the glass elements, supported by a premium label placement at the top of the body. The overall presentation is one of refinement and simple luxury.

RSK

LAOSHAN

CUSTOMER

LAOSHAN MINERAL WATER

COUNTRY

CHINA

Clean, green glass that showcases the clarity of water is the hallmark of this family. The simple, gradual neck and shoulder manifest a calm and safe aesthetic, creating a perfectly proportioned bottle.



TREE OF LOVE

CUSTOMER

MAISON CHRISTIAN DROUHIN

COUNTRY

FRANCE

Soulful simplicity engages the senses in this wholesome package. Soft, rounded shaping creates a welcoming bottle form, paired with the all white label against the natural red of the product for a fully innocent and healthy composition.



PONDICHERY

CUSTOMER

DISTILLERIE DU GORVELLO

COUNTRY

FRANCE

Beautiful flint glass showcases the pure tonic water of Pondichery. The small format is perfect for mixing in cocktails, complemented by the colorful labeling and simply sculpted shoulder.



Tall and bursting with character, this bottle serves as the perfect vessel for playful and healthy juices. The balanced profile of the design creates a sense of safety and wholesomeness.

PULP

CUSTOMER
AJEPER

COUNTRY
PERU





YANTANG MILK

CUSTOMER
YANTANG

COUNTRY
CHINA



An elegant tribute to returnable glass milk bottles, the thick finish of this design inherently describes quality and character. The sweeping neck that folds into the shoulder is as smooth as milk itself, leading the eye to the incredibly detailed characters shown in glass embossment. The simplicity of this design with no body label grants an incredibly premium interpretation of this classic dairy shape.



AGUA FRANCA

CUSTOMER
ACQUA FRANCA

COUNTRY
MEXICO

Sophisticated notes resonate from this ultra-premium water bottle. The glass embossment proclaims the brand promise of being filtered through a supervolcano, creating a water as unique as the bottle itself. The long, tapered neck allows the design to tower over the competition, an obelisk of quality.





TARCZYN

CUSTOMER
MASPEX

COUNTRY
POLAND

A refreshing and contemporary take on the juice bottle, this design stands proudly with a tapered neck that creates an ideal focal point for the brand's logo in glass. The staunch neck hearkens to medicinal inspiration, touting the health benefits of the juice within.



EXCELLENCE

CUSTOMER
EXCELLENCE

COUNTRY
POLAND



Organic and flowing lines define this sultry dessert syrup. The soft elongated shoulder draws you in while the subtle pinch near the base promises rich flavor and unforgettable moments.

KOMBUCHA VIGO

CUSTOMER
CRUZ GROUP

COUNTRY
POLAND

Natural and medicinal in form, this rich amber kombucha bottle borrows from nature itself. The gentle sweep of the heel grounds the bottle to the Earth, reflecting the ancient origins of kombucha, while the angled shoulder promises medicinal benefits all in one package.



POSTOBÓN

CUSTOMER
POSTOBÓN

COUNTRY
COLOMBIA





Pastolón

With a focus on sustainability, this design creates an iconic visual identity for all the brands that call it home. The sculptural form of the body and wrapping neck feature allude to the cyclical nature of returnable, refillable packaging, inviting consumers to take part and leave their own mark on each bottle's journey.

513

513

513

513

H2OH!

CUSTOMER
POSTOBÓN & PEPSICO

COUNTRY
COLOMBIA

A bottle that invites you to partake in the cycle of life, the returnable nature of this package is reflected in the sweeping curvature towards the top of the bottle. The undulating waves wrap around the bottle, promising refreshment and reinvigoration as you take each day's challenges into your own hands and add to each bottle's unique voyage through the refillable system.



tómate la vida

es como



COEUR DE POM

CUSTOMER

LES JARDINS DE L'ORBRIE

COUNTRY

FRANCE

This traditional shape plays with a high contrast chiaroscuro technique, balancing flint glass with a rich liquid fill and stark black and pink labels.

A contemporary twist on a familiar form, this design stands out in a sea of predictable packaging.

BIO AMAYU SHOTS

CUSTOMER
AJEPER

COUNTRY
PERU



This shot packs a punch, bold and undefeated in its stout stance. It promises strength and reliability in its strong shoulder and broad heel, complemented by a heroic label color palate.



1836

HARTWALL

VICHY

Original

SUOMEN VAHVIN VESI

HARTWALL VICHY

CUSTOMER

HARTWALL

COUNTRY

FINLAND

Strong in stance and stout in stature, this water bottle creates a high standard of quality unquestionable in its refreshment. The proud shoulders stand confidently on the bold body, prominently featuring the brand name in glass embossment.



5. WINE



DAL 1926
VALDO



BLACK TOWER

CUSTOMER
REH KENDERMANN

COUNTRY
GERMANY

Resplendent in luxurious glass texturing, this design refracts like a crystal ball in nightclubs. Special edition packaging elevates the offering to a VIP level of exclusivity.



ROZY

CUSTOMER
DOM BRIAL

COUNTRY
FRANCE

Playful and made for the sun, this clean bottle features a domed push up to accentuate the rose-colored liquid inside. The rounded shoulders mirror a welcoming stance, inviting rest and rejuvenation.



RÉVÉLIS

CUSTOMER
VIGNERONS DES TERRES SECRÈTES

COUNTRY
FRANCE

A soft and storied shoulder leads into a timeless display of the Earth and the Heavens. Captured in stunning detail through O-I : Expressions, this artwork stares up at the sky in wonder, as the constellations reflect down on the treasured vineyards of Saint-Veran.





CHARLES HEIDSIECK

CUSTOMER
PIPER-HEIDSIECK

COUNTRY
FRANCE

Proud of its heritage and unquestionable quality, the green glass of this design accentuates the organically flowing shoulder curve with a neck that stretches to the sky. The brand's namesake is captured in the bottom of the bottle, anchoring the Brut to its legacy.







FAVORI MÉDITÉRANÉE

CUSTOMER
CHÂTEAU FAVORI

COUNTRY
FRANCE

A clean and contemporary bottle design in flint elevates and accentuates the Méditerranée within. The beautiful color of the liquid within pops the label artwork that can be seen from both front and back, creating a truly 360 degree brand interaction.



VARVAGLIONE

CUSTOMER
VARVAGLIONE

COUNTRY
ITALY

Stunning in contrast, this black bottle echoes premium qualities with its tapered body and high, proud shoulder. It boldly boasts O-I : Expressions printing and embossment, accenting the minimal modern visuals to birth an outstanding presentation.





TAVERNELLO

CUSTOMER

CAVIRO

COUNTRY

ITALY

An honest and authentic form, the soft rounding of the shoulder and heel work together to create a harmonious composition. The simple brand signature in glass around the shoulder strengthens the promise of a quality, dependable wine experience.





LA PETTEGOLA

CUSTOMER
BANFI

COUNTRY
ITALY

The traditional shape and color of this wine bottle provides an excellent foil to the light and elegant O-I : Expressions decoration. The bright pink scene visualizes the circularity of conversation, perfectly mirroring the endless recyclability of glass.



MONNALISA

CUSTOMER

LEONARDO DA VINCI WINES (CAVIRO GROUP)

COUNTRY

ITALY

This tall, dark bottle breaks from category norms through colorful implementation of O-I : Expressions artwork. The bold profile complements the statement made by the dripping contemporary portrayal of the Mona Lisa, simulatenously paying homage to tradition while contemporarizing for a younger audience.

**GRAIN
DE GLACE**



MAÎTRES VIGNERONS
DE LA PRESQU'ÎLE
DE SAINT-TROPEZ

**GRAIN
DE GLACE**
LE ROSÉ DE L'HIVER





GRAIN DE GLACE

CUSTOMER
LES MAÎTRES VIGNERONS DE LA
PRESQU'ÎLE DE SAINT-TROPEZ

COUNTRY
FRANCE

Sensuous sweeping curves define a bottle that rockets upwards in a pinnacle of faultless grace and promised indulgence. The stalking jaguar leaps out of the bottle, camouflaged by the rosé backdrop in flint glass.

Sophistication and brand integrity define this classic wine bottle.

The brand marks in glass at shoulder and heel assure a quality experience steeped in authenticity.



ALTANZA

CUSTOMER
ALTANZA

COUNTRY
SPAIN





The sculpted neck of this design highlights a confident and purposeful profile. The proportion of neck to body inherently promotes strength and poise in equal parts, cemented by the brand mark in glass embossment on the shoulder.

ÁLDÁS

CUSTOMER
EGER WINE REGION

COUNTRY
HUNGARY

1852
J. G. GER

Premium and timeless,
this design exudes quality
from the dynamic taper to
the elegant, flowing shoulder.

The glass color subtly
complements the neck
and body labels, creating
a warm and earthy
presentation.



RIBOLLA GIALLA

CUSTOMER
RONC MARIN

COUNTRY
ITALY

DONNAFUGATA

CUSTOMER
DONNAFUGATA

COUNTRY
ITALY

An approachable and familiar form, this wine utilizes its glass color to accent the label artwork. The welcoming shoulder curvature recounts lighthearted conversations and times of comfort.





KVASZINGER

TOKAJ

TOKAJ



KVASZINGER

TOKAJ DRY
SZÁRAZ

TOKAJ

CUSTOMER
TOKAJ WINE REGION

COUNTRY
HUNGARY

Organic curvature within this design helps this regional varietal stand tall and proud in its heritage. The elongated neck distinguishes this bottle from common forms, leading into glass embossment that celebrates the noble tradition of Tokaj.







INSPIRATION

CUSTOMER
XAVIER VIGNON

COUNTRY
FRANCE

The modern bottle shape takes a backseat to the intricate embossment work decorating the shoulder of this elaborate design. Black glass creates extraordinary contrast between highlight and shadow, as the brand mark demands attention and consideration.

VALDO SPUMANTI

CUSTOMER
VALDO SPUMANTI

COUNTRY
ITALY

A clean and traditional bottle serves as the canvas for artistic expressions by renowned designer CeCi Johnson. O-I : Expressions captures the striking watercolors in full-color, digital relief as the underwater scene dances around the bottle.





DAL 1926

VALD

Aguarine

ROSÉ BRUT

LE MANZANE

CUSTOMER
LE MANZANE

COUNTRY
ITALY





Celebratory and revelatory by design, this sparkling bottle displays an upward movement designed to capture the moment. The generous shoulder holds an iconic representation of the brand's logo, forever captured in glass embossment.



LE MANZANE

CUSTOMER
LE MANZANE

COUNTRY
ITALY





Sustainability personified, the shoulder of this elegant design features a single twisting element, wrapping around the bottle in an homage to leaves and the inherent circularity of nature. The organic profile is grounded by refillable messaging in glass that anchors the bottle to the earth and its core mission.

WHOLE CLUSTER 2023

CUSTOMER
REVINO

COUNTRY
USA





LA RESISTANCE

CUSTOMER
UNION DES VIGNERONS
DES CÔTES DU RHÔNE

COUNTRY
FRANCE

This super-lightweight wine bottle features a gradual shoulder that echoes an earthy, sustainable proposition. The combination of bottle shape and cork finish offers a carbon-neutral footprint, the first of its kind in wine bottle design. The spherical push up in the base references the shape of our planet, constantly tying the product back to its sustainable practices.

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