

Unleash your creativity with

CI : EXPRESSIONS





BECAUSE PEOPLE JUDGE BOOKS BY THEIR COVERS ALL THE TIME



The story of your packaging is told, in part, long before the first sip. It is a tale told on a shelf through color, imagery and shape. And with O-I : EXPRESSIONS, it can begin virtually any way you imagine. So... what story do you want to tell your customers? Customize your glass packaging with speed and ease.

UNLEASH YOUR CREATIVITY WITH O-I : EXPRESSIONS

A service that combines the integral benefits of glass with an agile, marketing-focused capability. Enhance how your consumers experience your brand by sculpting your glass packaging into brand-building multidimensional works of art.





MAISON GABRIEL MEFFRE

This family winery, founded in Gigondas in 1936 by Gabriel Meffre, quickly became one of the most important wine brands in the south of France. Despite its long history, the brand is very open to innovation, so they decided to work with O-I : EXPRESSIONS for their project "Inspiration".

The decor has been inspired by characteristic Provence motifs bringing to mind the luxurious perfume flacons. The collection consists of 6 bottles adorned with embossed elements in luminous colors that provide a new experience to the customer. The pattern reflects the quality and refinement bringing to mind the freshness of rosé wine.

The final effect is a truly elegant, collectible bottle that gives the container a premium touch.



<https://glass-catalog.com/eu-en/success-stories/maison-gabriel-meffre>





BACARDI



Limited editions are increasingly important in maintaining brand relevance with consumers. That is why BACARDÍ rum decided to partner with O-I : EXPRESSIONS to produce a stunning digitally printed bottle design unlocking a Caribbean encounter.

The brand's Caribbean spirit is the heart of the promotion, starting with the bottle's graphic design. On the shelf, the bottle stands out through its luscious, 360°, full colour print of palm leaves and tropical flowers. Through the selective application of design elements in O-I : EXPRESSIONS RELIEF, a tactile effect was added to the BACARDÍ bat motif and the brand name along with selected leaves and flowers. An innovative Augmented Reality (AR) experience and a Snapchat Lens can be unlocked via the Snapcode on the bottle.

Simone Kockelmann, Customer Marketing Manager BACARDÍ Europe says, "Consumers are looking for personalised brand experiences. The digitally printed bottle, together with our AR experience and the Snapchat lens, transport the user to the homeland of BACARDÍ, the shores of the Caribbean. We previously used sleeves for our limited edition bottles, but O-I : EXPRESSIONS gives a much improved look and feel to the packaging and is a more sustainable alternative."

<https://glass-catalog.com/eu-en/success-stories/bacardi-rum>





<https://glass-catalog.com/eu-en/success-stories/jolis-bracelets>

JOLIS BRACELETS

VD3C was already in a creation phase of standard labels for their top product, AOP Languedoc rosé, when O-I : EXPRESSIONS was presented to them. The goal was to create an interesting range of products, with an original and attractive design.

The transparency, the embossing and the print all around the bottle allowed to exceed the limits imposed by a traditional labelling and reach a new clientele in a niche where they haven't been present until now: high-end rosé wine. Inspired by "friendship bracelets", the designers created 4 colorful variants of the layout so each consumer can choose the one that they like the most.



IWSC



The International Wine and Spirits Competition celebrated its 50th anniversary in 2019 and needed a unique packaging for their special whisky blend created for this occasion. The team at O-I proposed a design demonstrating the full capability of O-I : EXPRESSIONS.

Available in 2 sizes, the bottles were decorated with the IWSC letters rendered in relief print; each one consisting of 50 thin lines to represent every year of the competition's life. The signatures of all distillers participating in the creation of this special blend were faithfully reproduced in print on the bottom panel of the whisky.

"O-I : EXPRESSIONS definitely raised a huge interest among guests who participated in the event as all of the 50 bottles, already emptied by the end of the evening, have been swiped as a souvenir" says Steve Holden, O-I Glass UK Sales Director.

<https://glass-catalog.com/eu-en/success-stories/iwsc-50th-anniversary>





BELLE POMELLE



RHONEA, a group of cooperative winemakers in the southern Rhone Valley, wanted to provide a new momentum for their emblematic rose wine Belle Pomelle and after seeing the possibilities offered by O-I : EXPRESSIONS, their choice was quickly made. With the help of the O-I designers, the graphics of the bottle were boosted without compromising the essence of the original design. Thanks to O-I : EXPRESSIONS RELIEF, the lace pattern gained in detail and finesse, and acquired a haptic effect.

The final result is very satisfying and appealing: the delicate printed pattern and tactile elements attract attention, create shelf appeal and an emotional connection with the consumer already at the moment of choosing wine in store.



MERCEDES

H2H agency chose O-I : EXPRESSIONS to create a new packaging concept for a premium engine oil by Mercedes-Benz Italy, a symbol of technological and performance innovation. Logo, brand and product name in RELIEF, joined by the iconic black handprint of a mechanic, give the container a premium touch and feel. Each of bottles was personalized with every customer's name, providing a superior and individualized experience.

"Thanks to this project we emphasized the quality of the Mercedes-Benz Oil, the product designed for the customer offering the best result. Indeed, the handprint on the bottle conveys the idea of the engine maintenance" says H2H agency that designed the packaging. "Through this concept, Mercedes-Benz had the opportunity to highlight this product – generally recognized for its quality - and meet the customers at its core brand."



<https://glass-catalog.com/eu-en/success-stories/h2h-agency-for-mercedes-benz-oil>





GULFI

Cantina Gulfi stands not only for three great wines but also for story of traditions, excellence and territory. The concept of the packaging, created by Coo'ee Italia, refers to the areas of cultivation of the different vineyards and highlights the capabilities of O-I : EXPRESSIONS for extreme customization and limited edition packaging.

"We chose O-I : EXPRESSIONS as our partner so that we could fulfil our idea to eliminate the label from the bottle" says Alessandro Tosatto, Art Director of Coo'ee Agency. "The intention was to represent, visually, their most important characteristic, that is their territory. The three bottles, in fact, endorse a wider story but portray the regional location of the respective vineyards. Thanks to O-I we were able to experience in a more tangible way "classic" printing on a material that was never much analysed before. The intention was more than satisfying and so is the result."



BETTO

Betto is a Sicilian pastry shop and deli in Milan aiming to boost sales through establishing a take-away offering. They worked with 6th to design a premium and collectable packaging range for their customers. For their granita (a traditional Sicilian semi-frozen dessert), the agency selected a standard glass jar to be decorated with 26 different illustrations. Each of them features a letter of the alphabet and details recalling to Sicilian tradition, allowing Betto's clients to compose names, words and even entire phrases. An elegant colorful embossing of each letter was realized through O-I : EXPRESSIONS.

"O-I : EXPRESSIONS technology was perfect to turn a granita pot into a precious pot, emphasizing illustrations and graphics we created" explains 6th, the designer agency. "The result was great, both to see and touch, and when granita is in, illustrations come to life and are shown at their best. I think people could spend even double the price of the equal price of this product which is granita to have a personalized granita with this kind of jar".



<https://glass-catalog.com/eu-en/success-stories/6th-agency-for-betto>



O-I glass is made in more than 20 countries around the globe.
We create innovative, distinctive and beautiful glass packaging
that builds brands and drives consumer intrigue.

Let's work together building your project!

O-I : EXPRESSIONS

#oiexpressions
www.discoverexpressions.com
expressions@o-i.com