

Managing your health with the help of glass bottles

Case Study: O-I Glass

When it comes to connecting peoples' values with product packaging, O-I Glass has a clear solution, of which great bottle design is key.

To take the example of people's growing concern about healthy eating, O-I research has found that people are growing more concerned about the nutritional value of food and beverages. However it can be tricky to know if we are consuming the recommended daily amounts of fruit and vegetables.

Design-thinking and consumer values

Seeing this gap, the company decided to investigate how innovations in bottle design could help solve the problem and support healthier choices.

For many years O-I has designed its bottles and jars based on the values and behaviours of consumers, focusing on the end-user. And Bayard Sinnema, O-I's Strategic Marketing Director for Asia Pacific, says that health and good design go hand in hand.

"Glass bottles and jars are the world's most infinite recyclable packaging," he said. "Glass is sustainable and doesn't affect flavour or cause chemical reactions with the foods and beverages inside."

Sinnema led a project that saw O-I work with Monash University in Melbourne to develop a glass bottle shape called 'Millie', which is designed to hold exactly two serves of fruit.

O-I and Monash took 'Millie' on a road show, speaking to 500 consumers in 14 Australian

cities about healthy eating and their proposed bottle solution.



Monash University winning team who helped create 'Millie'

During this process, O-I explored portion control, minimising food waste through better design, and secondary packaging to ensure improved distribution. The company also looked at the impacts of glass versus other types of packaging, in terms of health, sustainability, taste and quality.

Unlocking the power of the Good Life

"We have a duty as businesses to support the wellbeing of our consumers. It's our role to provide solutions that enable them to live better, smarter and cleaner lives."

Penny Garland, O-I Glass NZ

When the Sustainable Business Council launched its Good Life 2.0 Playbook NZ, in partnership with Colmar Brunton, O-I saw the alignment with its own approach to designing products based on human behavior and desires.

The Playbook showed 16 'moments' that people associated with a living a good life' – such as 'Time with family' and 'Maintaining my home'. Mr Sinnema and his colleague Penny Garland recognised these moments backed up their own work showing that living well and concerns about health are now far more mainstream. They could see the opportunity for brands to connect with people through these moments, and develop messages that show sustainability can be synonymous with a good life.

'Millie' reflected the best of what the good life looks like to many people. The bottle's design reflects smarter and cleaner living and, through using quality, recyclable materials. It does so in a sustainable way – one that fits with people's values around a healthy environment.

Advice for others

Penny and Bayard's advice for other companies wanting to support consumers to live their version of a 'good life' is to put them at the heart of your design process.

"Resources like the Good Life 2.0 Playbook NZ are telling us that health and living a lower impact lifestyle is what's important to our customers. Consistently keeping these values at the heart of your approach is key." Bayard explains.

"This starts by talking directly to your customers, finding out what's important to them, and integrating their values into your production and design process."



O-I Production team with Emma & Toms on the first production day

'Millie' is available in New Zealand as well as Australia. O-I has secured food and beverage company Emma & Toms as the launch partner.

You can see all the [Good Life 2.0 Playbook NZ moments here](#).

About O-I Glass NZ

O-I New Zealand (O-I NZ) is New Zealand's only glass container manufacturer and supplies a range of leading food and beverage brands. O-I NZ is also the country's largest user of recycled glass and employs around 250 people at its Auckland plant which includes three furnaces and six production lines. Our business would seek to have sustainability central to our business and inform all decision making

About the Sustainable Business Council

SBC is a membership organisation, with a long-term aim to make sustainability mainstream within New Zealand businesses. They do this by inspiring businesses by creating a community of positive change, supporting members to go further and celebrating their leadership and success. SBC is part of the BusinessNZ family and is the New Zealand Global Network partner to the World Business Council for Sustainable Development.

