

\$12.50 Incl. GST

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laboratory where teams can develop creative packaging solutions, sharing ideas across the world in real-time. Imagine a glass bottle that is lightweight, unbreakable and personalised in your favourite shape and colour? Then you will begin to envision the types of breakthroughs O-I is seeking to develop, alongside partners from blue-chip consumer brands like Coke, Coors and Miller.

"We understand that the marketplace is changing and our customers expect that we proactively bring innovation to them," said Michael Lonsway, O-I's director of North American new product development. "The Ideation Centre is one of the tools we are using to bring more value to our customers and to fulfill our objective of creating the future of glass."

The Ideation Centre highlights O-I's

glass container moulding machines. The expansion, which is expected to be in full operation by the first quarter of next year, will increase the annual output of glass containers from the plant by 90,000 tonnes to help support the country's continuously growing demand for glass packaging.

Visit www.o-i.com.

Just add ice

Tchillbag (pronounced chillbag), is the must-have product for the hospitality industry and retailers in 2009. It is a very sleek and affordable smart ice bucket and gift bag all in one.

Tchillbag has proven a successful point-of-purchase product for wineries, restaurants, bar lounges and retailers.

innovation through innovation effort in the company is growing and adding new talent across sciences arenas. customers a might not be aware of," vice president of sales consumers don't have a choice of a can we're saying, 'give us.' We can tailor the whatever customers or and that's what collaborative Centre." tion and NPD said the new centre y's innovative push. product R&D team w glass scientists to ground. Our global gners discusses ends and fresh be said.

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THE MARKET



stocking bottles of bubbly, soft drink or water where it can be positioned alone or partnered with a drink brand and presented as an attractive, yet affordable, last-minute gift.

It is made from special thick treated PVC and is sturdy, durable, non-toxic and reusable. It contains a special stiffening agent in its durable PVC that reacts with ice and water to create a solid, watertight bag that won't topple over when filled.

Unlike any other similar product on the market, Tchillbag is 100% recyclable and kind to the environment.

With a RRP from only \$9.95, Jacques Maudy, director of Tchillbag, says the beauty of the product is its widespread appeal and versatility at a time when shoppers are looking for quality products at reasonable prices.

"Whether it's Valentine's Day, Mother's Day, Australia Day or Saturday, Tchillbag can be sold as an alluring gift bag for that special bottle of Champagne or as a convenient, lightweight ice bucket for a picnic at the beach," said Jacques.

"There's a Tchillbag for every person