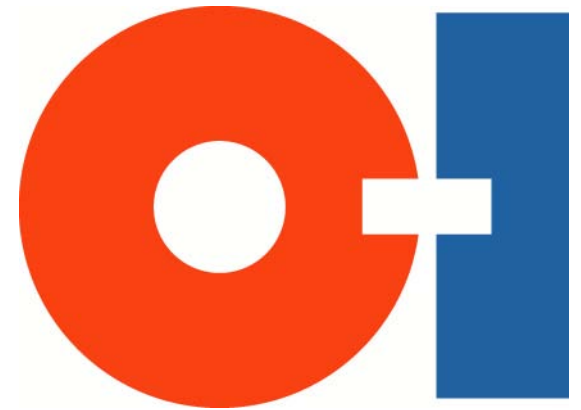


Jay Scriptor
VP of Sustainability, Owens-Illinois



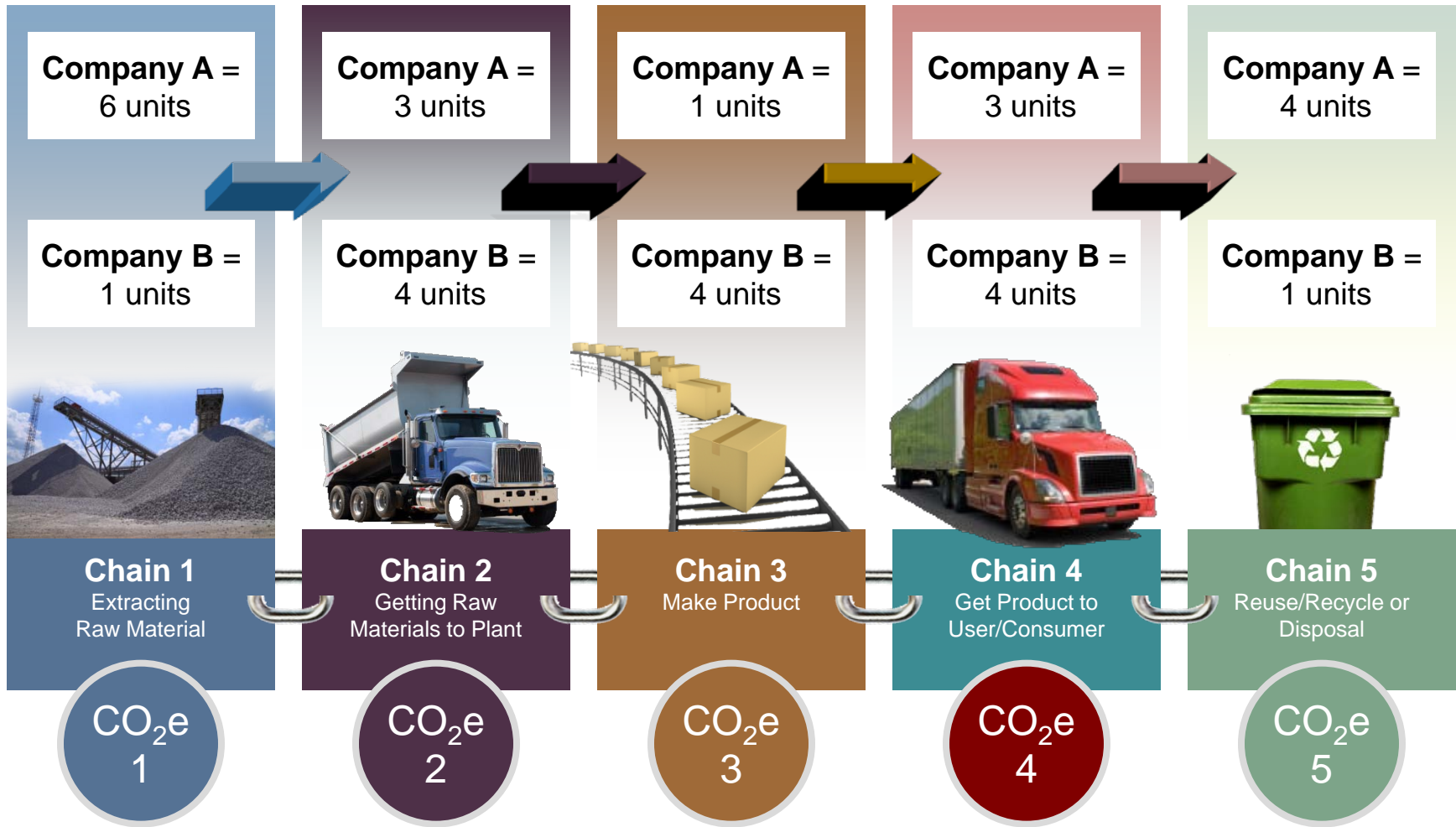
LCA Calculation and Reporting

- An emerging corporate initiative
- Little or no regulation on calculation, analysis or comparisons of information
 - Reports vary greatly in scope and completeness
- Data ranges from corporate averages to specific data
 - Trend toward more input detail and away from averages
 - Need detailed breakdown of LCA data

What a Complete LCA Provides

- “Apples to Apples” comparisons
- Ability to understand, analyze and explain the complete supply chain
- A model for comparing all packaging types
- Clarifications on misconceptions about packaging that can fall away under light of consistent data sets

Complete LCA Provides the Complete Picture



Walmart: Pushing for Complete Analysis

“...the company is helping create a consortium of universities that will collaborate with suppliers, retailers, NGOs and government to develop a global database of information on the lifecycle of products – from raw materials to disposal.”

Walmart Stores, Inc.
News Release
July 16, 2009

Note: The unique properties of glass enable infinite recycling.

Glass Recycling

- Every 10 percent of cullet used reduces energy usage by ~2.5 percent
- Each ton used:
 - Replaces 1.2 tons of raw materials
 - Prevents more than 300 pounds of greenhouse gas emissions
- Glass recycling is a closed-loop system, creating no additional waste or by-products.



In Summary...

- To accurately compare various container types, a complete and “apples to apples” analysis must be done
- Industries are migrating toward this approach
- Align with a supply chain and sustainability expert to make sure the LCA is complete and input data is well understood