

GLASS IS LOVE LAUNCHES TODAY: CHOOSING GLASS AS A CHOICE OF CARE

Brussels, 21 September 2026 – The European container glass industry today launches **Glass is Love**, a new European brand and engagement platform designed to strengthen preference for glass packaging among consumers, brands and the wider value chain.

Initiated by FEVE, the European Container Glass Federation, Glass is Love launches today with a new digital ecosystem and under one shared identity across **Austria, Belgium, Croatia, Czech Republic, France, Germany, Italy, Poland, Portugal, Slovakia, Spain, Switzerland, and the United Kingdom.**

At the hearth of Glass is Love is a simple idea: **choosing glass is choosing care** – care for what is inside, for the people who use and enjoy it, for the experience around the product, and for what should last. **Its mission is to champion glass as the choice that protects what we love.**

For more than 5,000 years, glass has been valued for its ability to **protect and preserve**. Today, its **recyclability, circularity and performance** remain essential strengths, but credibility alone is no longer enough: **the challenge is to turn those strengths into active preference and everyday choice**. The aim is to move the conversation beyond the idea that packaging is neutral or interchangeable. Packaging plays a role in how products are protected, perceived and experienced – and the choice of packaging can itself express what a brand or a consumer values. For food, beverage, perfumery, cosmetics and other packaged products, this means looking at glass not only in terms of technical performance, but also in terms of product integrity, consumer experience, design, brand value and long-term circularity.

Glass is Love brings together rational and emotional relevance by showing how glass protects without interfering, helps taste and ingredients stay true, elevates the products it carries through design and sensory experience, and can come back again and again through recycling, refill and reuse.

Glass is Love does not start from zero. It builds on the awareness, credibility and community developed through **Friends of Glass**, which helped to communicate the benefits of glass to consumers across Europe and raise awareness on its attributes. The new platform takes that work further: the shift is from **credibility to choice**: from explaining what glass does to creating stronger reasons to celebrate it; from separate communications to one connected European platform; and from communication alone towards participation, partnership and advocacy.

Carlo Pirrone, Secretary General, stated: *“Glass is Love is built on the foundation of a simple but strong idea: when something matters to us, how we protect it matters too. We want choosing glass to become a natural expression of that care – for the product, for its quality, for the experience it creates and for what lasts. He continues: “And this cannot be achieved by the glass industry alone. Glass is Love is an invitation to our customers, partners, employees and the wider value chain to participate, contribute and help build greater value around glass together.”*

An open platform for collaboration

Initiated by the container glass industry, **Glass is Love is designed to grow beyond it**. The platform will create opportunities for brands, customers and organisations across the wider value chain to contribute to this movement through their expertise, innovation, stories, and experiences.

The common objective is straightforward: **to make glass packaging more chosen, more valued and more visible**. Because the objective is not simply for people to know more about glass containers. **It is to make choosing glass packaging feel natural whenever we choose to protect what we love.**

Discover why there is so much to love about glass at: <https://glassislove.org>.

About Glass is Love

Glass is Love is a European brand and engagement platform initiated by the European container glass industry through FEVE. Building on the foundations created by Friends of Glass, it brings consumer communication, B2B engagement and value-chain advocacy together under one shared identity. Glass is Love aims to increase preference, value and advocacy for glass packaging by presenting the choice of glass as an expression of care – for people, products, experiences and what lasts. It is designed as a collaborative platform in which brands, customers and organisations across the wider value chain can participate, contribute and help extend its reach and impact. Its mission is **to champion glass as the choice that protects what we love**.

About FEVE

FEVE – the European Container Glass Federation – represents the container glass industry across 23 European countries. With over 160 manufacturing plants producing more than 20 million tonnes of glass packaging annually, the industry supports 125,000 direct and indirect jobs and anchors a broader value chain employing more than 850,000 people.

Glass packaging plays a vital role in protecting both high-value exports and everyday goods – from wines, perfumes and medicines to milk, sauces, preserves and baby food. Glass is a **single-layer, pure material** – it does not contain complex multi-material structures or hidden chemical layers. It is **inert, impermeable and does not interact with the product**, ensuring long shelf life, taste preservation, and food safety.

As one of Europe's most recycled materials, glass is **endlessly recyclable without any loss of quality** and is also reusable in suitable systems. In 2021, the container glass sector added €6.3 billion in value to the EU economy. Including glass-packaged goods, the value rises to €115 billion – nearly 0.8% of EU GDP. In 2023, products packaged in glass accounted for over €140 billion in EU exports, or 5.7% of total exports.

Glass is circular by design – **pure, permanent, and made in Europe**. Learn more at www.feve.org.

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