Press release

Vetropack presents new Strategy 2035 at Capital Markets Day

Bülach, 16 September 2026 – The Vetropack Group, one of Europe's leading manufacturers of glass packaging, presents its Strategy 2035 and related mid-term goals at its first Capital Markets Day. At Vetropack's head office in Bülach, the Management Board explains to investors, analysts and financial media representatives the initiatives and measures the company plans to implement in the coming years to boost its competitiveness, sales growth and profitability. The stated goal of these initiatives is to achieve sales growth above the market level by 2030 and return to a two-digit operating margin.

Strategy 2035 aims to continue expanding Vetropack's position as a provider of innovative and sustainable packaging and service solutions for the food and beverage market, increasing customer benefit along the value chain. 'We turned our focus to the future, carefully analysing industry trends and critically examining our positioning. But above all, we asked ourselves how we can ensure that we grow in a profitable manner in this future market environment,' explains Lukas Burkhardt, CEO of the Vetropack Group. 'The answer is our Strategy 2035 and, as part of it, specific initiatives that will enable us to capitalise on these trends – all laid out with clear goals, key figures and responsibilities. This enables us to continuously measure and actively manage our progress.'

This had been preceded by a comprehensive analysis of the existing strategic approach, drawing on market and sustainability trends, customer surveys and external studies. At the end of August, the revised strategy was approved by Vetropack's Board of Directors and its key points were published in the Semi-Annual Report 2026. As part of Capital Markets Day, the Management Board now shares specifics about what comes next. 'Strategy 2035 defines public, mid-term goals that go beyond the current fiscal year for the first time,' explains David Zak, Chief Financial Officer. Specifically, by 2030, compared to 2025 and at constant exchange rates, Vetropack expects above-market sales growth in the low single-digit percentage range, recovery of the operating result and a two-digit margin by the end of the medium-term period. Vetropack aims to achieve these goals above all by increasing capacity utilisation, improving the product mix and becoming more efficient. To implement the revised strategy, Vetropack will invest prudently in market and product development, as well as in adjusting the production infrastructure for more flexibility and productivity. In the medium term, the aim is to achieve a double-digit return on operating capital employed.

Solutions, market development and targeted growth
Strategy 2035 is based on three growth drivers that aim to help Vetropack achieve profitable growth in the low one-digit percentage range. The first is expanding the offering of product and service solutions that support customers beyond purely packaging. ‘Our customers expect more from us than high-quality glass packaging,’ explains Evan Williams, Chief Commercial Officer. ‘They are looking for a partner who understands their challenges, helps them unlock opportunities and creates measurable value. Our offering is increasingly built around exactly that.’ The company’s thermally tempered lightweight glass bottle, Rezon, demonstrates how Vetropack puts this aspiration into practice. It is up to 30 percent lighter than a conventional reusable bottle, while achieving considerably more cycles. In Austria, a reusable bottle based on Rezon is already available to the brewing industry as a standard solution, helping to reach the national refill quota. Vetropack is currently ramping up the technology at its Pöchlarn site for large-scale industrial production, gradually expanding its availability to additional markets.

The second growth driver involves targeting structurally expanding segments, such as low-alcohol and alcohol-free beverages, food or premium wines. These areas of growth require strong product development capabilities, while also providing an opportunity to create additional value for customers.

Vetropack sees the third growth opportunity in systematically developing export markets where its production network and product portfolio give the company a strong competitive position.

Competitiveness and operational excellence
Vetropack is also improving its cost base by working on its own processes. The Group aligns its processes consistently across functions and locations, simplifies them and adjusts its production infrastructure to increase flexibility and productivity. ‘A key lever for us lies in the standardisation, automation and digitalisation of our processes,’ explains Guido Stebner, Chief Technology Officer. ‘This not only reduces costs but also makes us more flexible and creates reliable quality for our customers.’

Sustainability remains a fixed element of the strategy. Vetropack wants to continue increasing the proportion of used glass in production across the Group. It has combined emission reduction, a responsible approach to resources and responsible company leadership in a common roadmap. A solution for serialising reusable bottles, developed jointly with Coca-Cola Europacific Partners Deutschland and Myneral Labs and honoured with the German Packaging Award in 2026 shows how closely circular economy and innovation are connected.

For more information on Strategy 2035 and the Capital Markets Day programme, see the Vetropack website.

Visuals:

	***Illustration 1:*** At its head office in Bülach, Vetropack welcomed investors, analysts and financial media representatives to the first [Capital Markets Day]() in the company's history*.*
	***Illustration 2:*** Strategy 2035 was developed jointly by members of the Management Board and technical experts from the whole Vetropack Group, who contributed their market, customer and technical expertise to the strategy process.
	***Illustration 3:*** [Gösser]() Biostoff Lager is the first Austrian beer to be launched on the market in the Rezon standard bottle. Produced using new technology, the bottle helps achieve the refill quota which has been mandatory in Austria since 2024. The bottle reduces CO_2 emissions by a quarter.
	***Illustration 4:*** For the market launch of [Pietra]() Limoncella, Vetropack worked with Brasserie Pietra to develop the brewery's first custom-designed bottle. The special transparent bottle combines a striking design with UV protection, showcasing the colour and freshness of the product.

About the Vetropack Group

The Vetropack Group numbers among Europe's leading manufacturers of glass packaging for the food and beverage industry, with around 3,532 employees and net sales of CHF 778.9 million in 2025. Vetropack has cutting-edge production plants as well as sales and distribution offices in Switzerland, Austria, the Czech Republic, Croatia, Slovakia, Ukraine, Italy, the Republic of Moldova and Romania.

Through our work, we enable people to enjoy food and beverages as safely as possible by providing solutions that combine optimum elegance with maximum responsibility. This is because glass is a sustainable packaging solution – and the perfect material to ensure that food is packaged safely. Our holistic Service plus+ approach helps our customers to optimise their value chains so they can guarantee consumers' safety. To this end, we endeavour to build close and long-lasting relationships. Guided by our understanding of environmental responsibility and cost efficiency, we aim to minimise our carbon footprint throughout the supply chain, and we are committed to recycling as the key to optimising product life-cycles.

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